



GoDurham Service Performance Annual Report FY2015

November 17, 2015

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Executive Summary

On behalf of the City of Durham, GoTriangle conducts the planning, operation and management of the GoDurham bus system. This report presents an analysis of the performance of the GoDurham system and routes in FY 2015 (July 2014-June 2015). Performance is measured compared to the same time period in the previous year. An analysis of the system performance is necessary to understand how the GoDurham service is being used and how it can be improved.

The following is a summary of the key findings:

- **GoDurham is more reliable.** On-time performance improved from 82% on-time in FY2014 to 84% in FY2015. The greatest increases were seen on routes that had service changes to address on-time performance problems (Routes 1, 2, and 6). Late trips declined overall from 13% to 10%.
- **Customers are more satisfied with the service.** Since 2011, improvements to satisfaction ratings have been seen in service frequency, ease of connections between buses, and buses running on time. Customers want to see continued improvements to on-time performance, the time the buses stop running in the evening and service frequency.
- **Ridership declined by 1% in FY15 while new service was added.** GoDurham provided 6.2 million passenger boardings in FY2015, a 1% decrease in boardings compared to FY2014. Service hours were expanded by 4% during the year and productivity decreased by 4% from 33 boardings per hour in FY2014 to 32 boardings per hour in FY2015. New service was not as productive as existing service. However, it is expected that productivity will decline in the short term with the addition of new service, but is expected to climb as current customers adapt their travel to the changes, and new customers learn about the service.
- **GoDurham is a highly productive service compared to peer transit agencies.** Compared to 32 boardings per hour for GoDurham in FY15, Charlotte is at 24 boardings per hour and GoRaleigh is at 25 boardings per hour (July 2014-April 2015). In addition, similar trends showing ridership and productivity declines have been experienced by peer transit agencies in the last two years.
- **Drops in system ridership occurred primarily in second half of the year.** Ridership was down in the third and fourth quarters of FY15 (January-June 2015) compared to the same time period in FY14. These declines may be attributed to severe weather events, declining fuel prices and decreasing unemployment, which may cause some customers to switch back to auto use.
- **Increases in ridership were seen on routes with additional service.** Ridership is up on Routes 10, 12 and 15 due to the service increases in FY15.

To further increase ridership, GoDurham must attract new customers while retaining current customers. We will retain current riders by improving service delivery in terms of customer service, on-time performance, and improving bus stop conditions. GoTriangle recommends that the City of Durham consider a new commuter route from South Durham to Duke/VA Medical Centers as a way to attract new riders. In addition, growth in residents living downtown near bus routes is expected to bring new customers to the GoDurham services. We will engage new downtown residential and hotel developments as strategy for attracting new customers to transit.

Background

Purpose

GoTriangle conducts the planning, operation and management of the GoDurham bus system (formerly the Durham Area Transit Authority) on behalf of the City of Durham. In this report, we will present the performance of the GoDurham system and routes in FY2015 (July 2014-June 2015) compared to the previous year. We will utilize industry standard performance indicators to analyze system and route trends. We will use service utilization measures such as ridership and productivity and on-time performance as our service quality measure.

An analysis of the system performance is necessary to understand how the GoDurham service is being used and how it can be improved. In this report, we will discuss some reasons for changes in performance and how the agency will respond to improve the service for our customers.

Factors affecting service performance

Internal and external factors affect one's decision to take transit. The following internal factors were likely to have affected ridership in FY2015:

Operations

- GoDurham continues to do mid-life refurbishments to the buses, which include repowering the engine and replacing internal items such as flooring and seats on the 2003/2008 buses.
- GoDurham has partnered with a non-profit Extraordinary Ventures that employ young men and women with autism and other developmental disabilities to detail the interiors of the fleet. The implementation of these programs has increased the number of miles between road calls from an annual average of 8,000 to 15,000 miles resulting in a safer, more reliable and cleaner fleet.
- GoDurham continues its partnership with Red Kite Project that trains employees how to de-escalate situations and reduce customer conflict. With this partnership GoDurham has been able to reduce its driver related customer comments by 22%.

Service Planning

- GoDurham implemented new service to Route 12 to provide consistent 30-minute service all day and Route 15 to provide consistent hourly service 7 days a week.
- Other minor routing, stops, and schedule adjustments were made to Routes 1A, 2/2A/2B, 3, 5/5K, 6/6B, 5, 14 to improve on-time performance and address operational issues.

Marketing

- The goal of marketing for GoDurham and the Bull City Connector is to increase awareness of our services throughout the Triangle, as well as to keep our current riders informed. In FY2015, we utilized a variety of resources to communicate the value of our organization, including public events, sponsorships, and a mix of traditional (radio, print) and new media (social) outlets to promote service changes, general service, and our rebranding.

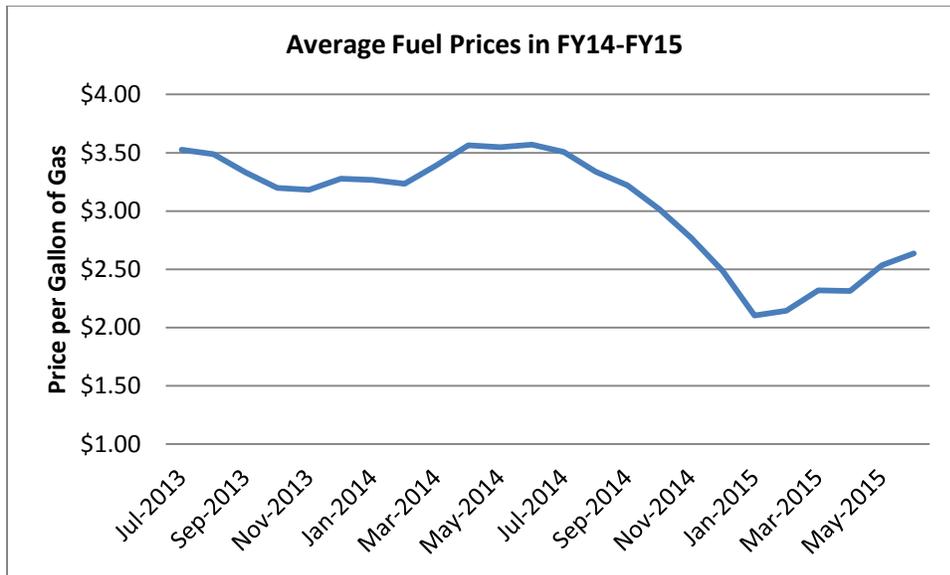
- GoDurham partnered with the Durham Farmers' Market (DFM) to cross-promote the Bull City Connector and the DFM's SNAP benefits program. GoDurham also connected with Keep Durham Beautiful to clean up Durham Station and other high-litter stops, offered up the Bull City Connector Dining Guide, and participated in multiple public events, including health fairs at the Durham County Health Department, American Tobacco Campus events, and more. Our focus was to educate those who were unaware, as well as inform our current customers about new service and tools we have to make their commutes better, notably the Emergency Ride Home program and GoLive bus tracking. We also joined our Durham-Orange Light Rail team at events to represent our current bus system, as well as get input from our riders about the project.
- 2015 also brought an expanded social media presence for GoDurham, introducing Instagram (GoDurhamNC) and Twitter (@GoDurhamTransit) accounts to support the content shared on our Facebook pages for the Bull City Connector (1935 followers) and GoDurham (598 followers).
- Our future plans will continue to involve local organizations like SEEDS and Keep Durham Beautiful. We are also doing more outreach to the areas served by the BCC (NCCU, Duke, and Downtown Durham business and residential buildings).

External factors that are outside of the control of the transit agency such as weather, the economy and fuel prices are likely to affect transit ridership as well. The following external factors played a large role in affecting transit ridership in FY2015:

- Severe weather in February 2015 affected the amount of service that was operated with 3 days of reduced service and 1 day of no service. In addition, the average temperature North Carolina in February 2015 was significantly below the average according to NOAA (<http://www.ncdc.noaa.gov/temp-and-precip/>), which may have affected how often people travelled. It is likely that these weather events played a role in the 11% decline in ridership February 2015 compared to February 2014.
- According to the Bureau of Labor Statistics, unemployment has been declining in the Durham-Chapel Hill metropolitan area during July 2013-June 2015. Unemployment declined from a peak of 6.7% in July 2013 to 4.2% by Dec 2014. As more people gain employment, they have resources to buy a car and may choose to no longer take transit.
- In addition, gas prices have fallen dramatically in FY2015 from a high of \$3.57 per gallon in June 2014 to a low of \$2.10 per gallon in January 2015. Transit ridership is inversely related to fuel prices¹. As the cost of driving decreases, more people may choose to drive a car rather than take the bus.

¹ Iseki, P. H., & Ali, R. *Net Effects of Gasoline Price Changes on Transit Ridership in U.S. Urban Areas*. 2014: Mineta Transportation Institute.

Figure 1: Fuel prices in Lower Atlantic Region



Source: US Energy Information Administration, Lower Atlantic (PADD 1C) Regular Reformulated Retail Gasoline Prices (Dollars per Gallon)

Participating in the community

GoDurham strives to be a valuable community asset. For the fourth year in a row, GoDurham actively participated in the Bull City Stand Down. The event is an annual day of community service in support of military veterans. Bull City Stand Down honors the many sacrifices of our veterans. The mission is to serve those who have served our country. GoDurham provided free bus rides for attendees to and from the event, staged a bus with the new GoDurham scheme, and provided an information booth to market and connect with veterans. At the event, GoDurham was formally recognized at the ceremony for their support of the event.

Results for FY2015

In the following section, we will discuss the peer comparison, the on-board customer satisfaction survey and the year-by-year analysis of the system and route performance based on the ridership, productivity and on-time performance results.

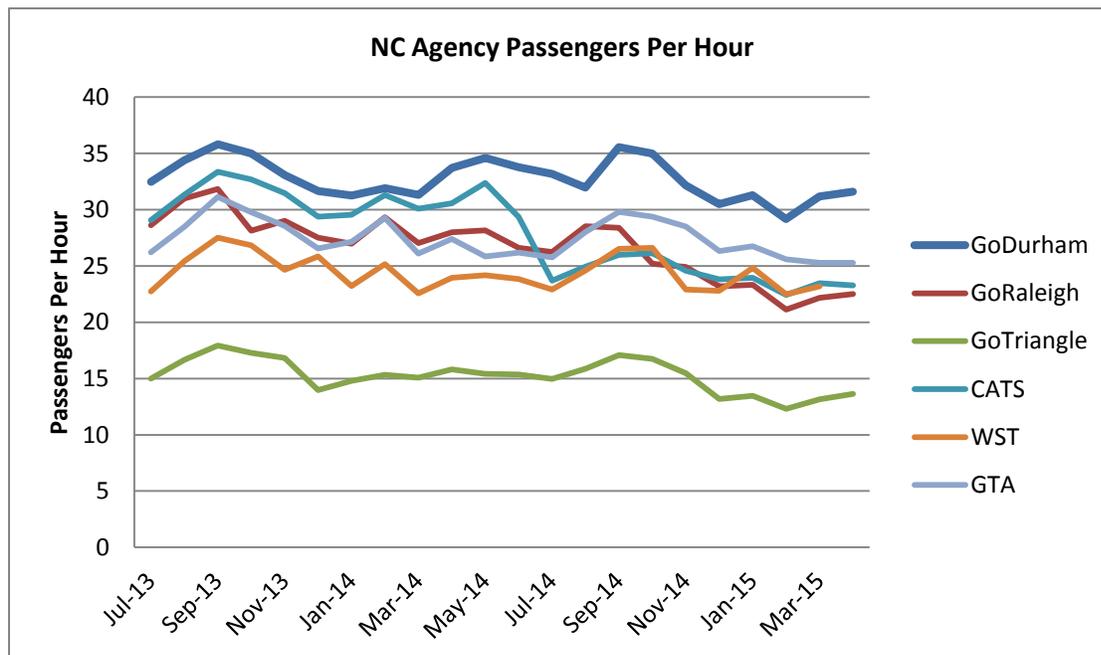
How does GoDurham compare to peers?

GoTriangle completed a comparison of standard performance indicators between GoDurham and several comparable peer agencies for the July 1, 2013-April 30, 2015 time period. The peers were selected because of their similarities to GoDurham with respect to service area, zero-vehicle homes, population, fleet size, service span, and general location (Southeastern United States). The analysis showed that all of GoDurham’s peer agencies are experiencing similar downward trends in ridership and productivity. However, GoDurham has maintained the highest average passengers per hour compared to all systems in this comparison as shown in Figure 2, including Charlotte, which is the largest

metropolitan region in the state. Compared to 32 boardings per hour provided by GoDurham in FY15, Charlotte provided 24 boardings per hour and GoRaleigh provided 25 boardings per hour.

The peer comparison will be updated in the next fiscal year’s annual report. Attachment C. contains the GoDurham Peer Comparison for July 2013-Apr 2015.

Figure 2: North Carolina Transit Agency Productivity Jul 2013-Aug 2015



How satisfied are the customers with the service?

GoDurham completed an on-board customer satisfaction survey in the spring of 2015. The survey is critical to understanding the demographics of the GoDurham customers, how they use the system, and how they rate the quality and effectiveness of the services provided. This year’s results were compared to the most recently completed survey in 2011.

The results showed improvements in overall customer satisfaction. The percentage of riders rating the overall service 6 or 7 on a 7-point scale (where 7 means “excellent”) increased by 4% from 43% in 2011 to 47% in 2015. Customers reported higher satisfaction ratings for service related measures such as service frequency, ease of connections between buses, and buses running on time. High satisfaction ratings with the frequency of service rose from 29% to 43%, while high satisfaction ratings with on-time performance went up from 33% to 42%. In 2011, 36% reported high satisfaction ratings in the ease of connecting between other local buses, while 49% did in 2015.

While the results show that the changes to the GoDurham system are increasing customer satisfaction, there is still room for improvement in the aforementioned areas. 57% of customers expressed a need for an improvement in on-time performance, while 33% are unsatisfied with the time that GoDurham buses stop running in the evening and 31% desire additional improvements to the frequency of service.

System Ridership and Productivity

In FY2015, GoDurham provided 6,151,529 passenger boardings as recorded by the farebox, which is the official method of collecting ridership. This is a 1% decrease compared to 6,185,528 passenger boardings in FY2014. New service was added to GoDurham routes, which increased the total revenue hours by 4% from 184,891 revenue hours in FY2014 to 191,809 revenue hours in FY2015. As a result, system productivity decreased by 4% from 33 boardings per hour in FY2014 to 32 boardings per hour in FY2015.

Figure 3: GoDurham Ridership and Productivity FY11-FY15

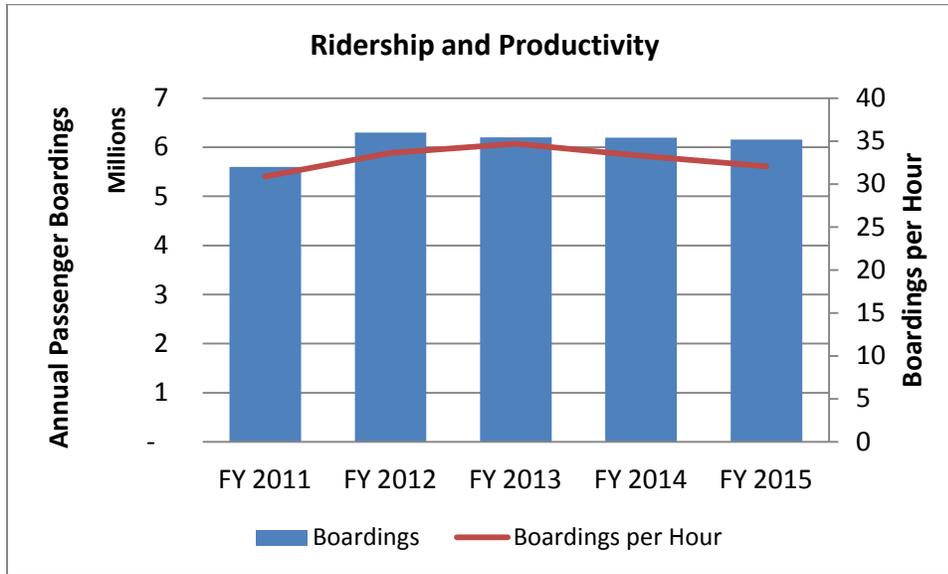


Table 1: GoDurham Ridership and Productivity FY11-FY15

	FY 2011	FY 2012	FY 2013	FY2014	FY2015
Annual Boardings	5,600,000	6,300,000	6,200,000	6,197,131	6,157,576
Revenue Hours	182,777	187,742	183,285	184,891	191,809
Boardings per Hour	31	34	35	33	32

Figure 3 and Table 1 show the GoDurham ridership and productivity trends over the past five years. Ridership grew by 13% in FY2012 likely due to the addition of a full year of the Bull City Connector. From FY2012 to FY2015, ridership remained stable with small declines of 1%-2% despite major service changes. In FY2013, ridership declined by 2%, however annual revenue hours were reduced by 5% after the Designing Better Bus Service in Durham recommendations were implemented. Ridership decreased by 1% in FY2015, which follows a trend that is also being experienced by other peer transit agencies in the same time period as shown in the peer comparison (Attachment C).

Boardings per hour is a primary indicator of productivity as it combines the level of service provided (revenue hours) with the level of utilization (passenger boardings). New service was added in FY2014 and FY2015 to GoDurham routes as frequency improvements to Routes 1N, 5K, 10B, 12 and 15. These additional trips have not generated the same ridership as the pre-existing services and overall

productivity has declined as a result. Despite these declines, the GoDurham service maintains a highly productive service when compared to other transit agencies as shown in the peer comparison.

Drops in system ridership occurred primarily in the second half of the year

When comparing ridership during the first half of FY2015 to the previous year (July-December), average daily ridership was at the same level or slightly higher. However, ridership declined in the second half of the year for all days of the week (January-June) when comparing average daily ridership in FY2015 to FY2014. Table 3 presents a summary of the change in average daily ridership by day of the week by quarter.

Table 2: Percent change in daily boardings by quarter by day of week, FY14-FY15

	Q1	Q2	Q3	Q4
Weekday	0%	0%	-5%	-4%
Saturday	2%	0%	-5%	-8%
Sunday	2%	1%	-7%	-4%

The change in ridership is due to many factors, but the severe weather in February and March 2015 likely has played a role in decreasing ridership in the third quarter. Low gas prices compared to FY14 may also have made driving a car more cost competitive to taking the bus. The average price per gallon of gas in January 2015 was \$2.10 compared to \$3.27 in January 2014.

Route Ridership and Productivity

Route level ridership data is collected via the automatic passenger counters (APC), while official ridership counts are collected via the farebox².

Although there are 30 unique route numbers in the GoDurham system, many of the routes provide coordinated service in the downtown area and deviate to serve different areas further away from downtown. For simplicity, the following analysis groups coordinated routes into route families as shown in Table 3.

The Route 3, Route 5, and Route 10 families are the highest ridership route families in the system. In Attachment A, we show the annual boardings by route by day of the week and provide a ranking of the performance. GoDurham provides frequent service in the downtown areas of these routes to provide a

² Farebox data is not suitable for analyzing route-level performance, since it requires operators to manually log route deviations and interlined routes. Thus, the route level analysis has been conducted using the automatic passenger counters (APC). The APC reports generally report higher ridership than the farebox. Part of this is due to increased accuracy since they record fare evasion and properly track ridership on interlined routes. However, the APC's can also count false boardings when the operator enters and leaves the bus. As a final caveat, not all buses are equipped with APC's, so sampling error and missing data is present.

higher level of service to these key corridors. Route 3 operates service every 15 minutes from 6am-7pm Mon-Sat, while Routes 5 and 10 operate service every 15 minutes from 12pm-6pm Mon-Sat. The hours of the frequent service for Route 5 and 10 will be expanded in September 2015.

The route families with the next highest daily ridership are Route 9, Route 1 and Route 6.

Table 3: Definition of route families

Route Family	Routes
1	1, 1A, 1B, 1N
2	2, 2A, 2B
3	3, 16, 16A, 16B
4	4
5	5, 5K
6	6, 6B
7	7
8	8

Route Family	Routes
9	9, 9A, 9B
10	10, 10A, 10B, 10L
11	11
12	12
14	14
15	15
BCC	Bull City Connector

Ridership increases were due to additional service being provided

Ridership increases were seen on Routes 10, 12 and 15 due to the service increases provided in FY2015.

- New service was provided on Route 10 starting in October 2014 to provide service every 15-minutes from 12pm-6pm on Mondays through Saturdays from Durham Station to South Square. Route 10 boardings increased by 2% on weekday in FY15 compared to FY14.
- In September 2014, additional service was implemented on Route 12 to provide 30-minute headways all day on Monday – Saturday. Route 12 boardings increased 6% on weekdays in FY15 compared to FY14 and 10% on Saturdays. Productivity decreased on weekdays from 47 boardings per hour in FY14 to 37 boardings per hour in FY15 because ridership levels on the new trips are not as high as the existing trips.
- Route 15 service was increased by 85% to provide consistent hourly service all day for all days of the week. While ridership responded at a similar level, growing by 82%, the route remains the least productive route in the system at 20 boardings per hour. Service was also added on Sundays for the first time. Productivity on Sundays is low at 12 boardings per hour.

Additional service was implemented on Route 3 in the evenings and Sundays to address overcrowding conditions. In July 2014, a tripper service began operating on the Route 3 routing for 1.5 hours at night and from 12:40pm-7:30pm on Sundays. Productivity fell on this route compared to the previous year, but has been necessary to address overcrowding conditions that were pervasive on the route.

System On-time performance

The goal is to have 90% of trips operate on-time in the GoDurham system. At the start of a trip, or at a mid-trip timepoint, “on time” is a departure no earlier than 1 minute before the scheduled time and no later than 5 minutes after. At the end of a trip, “on time” is an arrival no later than 5 minutes after the scheduled time.

On-time performance improved to 84% in FY2015 from 82% in FY2014. Late trips decreased to 10% in FY2015 from 13% in FY2014. The reliability improvement can be attributed to service changes in September 2014 and completion of road construction projects that were causing delays.

Most weekday routes showed an improvement to on-time performance, however it is also noted that routes are showing an increase in early departures. As part of GoDurham’s effort to improve on-time performance, Operations will focus on early departures by adjusting Supervisor schedules for more road supervision to assist the Bus Operators with route detours, customer interaction, route observation, and review of Automatic Vehicle Locator (AVL) to increase route/schedule adherence. GoTriangle will also continue monthly committee meetings with GoDurham Bus Operators and Staff to discuss routing concerns.

Figure 4: On-time performance at all timepoints FY2014-FY2015

	On Time			Early			Late		
	FY14	FY15	% change	FY14	FY15	% change	FY14	FY15	% change
Weekday	81%	84%	3%	4%	5%	19%	15%	11%	-24%
Saturday	86%	86%	0%	6%	8%	26%	8%	6%	-17%
Sunday	86%	87%	1%	4%	7%	58%	10%	6%	-38%
System	82%	84%	3%	5%	6%	24%	13%	10%	-24%

Conclusion/Looking Ahead

In FY2015, GoDurham improved service delivery by providing a more reliable and frequent service. 84% of trips were completed on-time. Customers reported higher customer satisfaction ratings overall in the on-board survey compared to 2011 and showed higher satisfaction in reliability, service frequency, and connections to other buses. While system ridership declined by 1% in FY2015, similar drops in ridership are seen at peer agencies in North Carolina and the region in the same time period. External factors such as declining fuel prices and a declining unemployment rate may be influencing people to drive a car rather than take the bus.

In order to increase ridership, GoDurham will need to attract new customers while retaining current customers. The service improvements in FY2014 and FY2015 to increase the service frequency and improve on-time performance are likely to help in retaining current riders. Looking ahead, GoDurham will continue to improve on-time performance through increased operational supervision and schedule changes. GoDurham is also committed to providing high quality customer service and improving bus stop conditions throughout the city.

GoDurham will also need to attract new riders to the system as a strategy to increase ridership. The route changes to the Bull City Connector in August 2015 to make the service more direct and to serve more destinations on Duke’s campus may bring more customers to the system. The implementation of a new South Durham to Duke/VA Medical Centers commuter route may attract new riders because it will serve a travel market that is currently not served by transit. GoTriangle has recommended that the City of Durham implement a new South Durham to Duke/VA Medical Centers route in FY2017. In addition,

growth in residents living downtown near bus routes is expected to bring new customers to the GoDurham services. We will engage new downtown residential and hotel developments as strategy for attracting new customers to transit.

Attachments

Attachment A. Summary of GoDurham System Ridership, Productivity, and Service Hours FY14-FY15

Attachment B. Summary of GoDurham On-Time Performance FY14-FY15

Attachment C. GoDurham Peer Comparison Jul13-Apr15

Attachment D. GoDurham System Map

Attachment A. Summary of GoDurham System Ridership, Productivity, and Service Hours FY14-FY15

Source: Automatic Passenger Counters

ROUTE	Boardings per Revenue Hour			Total Annual Boardings				Total Revenue Hours			
	FY 2014	FY 2015	% change	FY 2014	FY 2015	% change	Rank	FY 2014	FY 2015	% change	
Weekday	1	49	47	-3%	444,663	446,593	0%	5	9,145	9,477	4%
	2	43	43	-1%	384,657	378,818	-2%	8	8,850	8,782	-1%
	3	59	55	-6%	920,581	885,989	-4%	1	15,724	16,077	2%
	4	48	46	-5%	390,351	367,665	-6%	9	8,124	8,059	-1%
	5	48	45	-6%	670,723	659,435	-2%	3	14,029	14,729	5%
	6	54	50	-6%	435,033	406,317	-7%	6	8,128	8,064	-1%
	7	41	39	-5%	337,301	317,966	-6%	10	8,128	8,064	-1%
	8	42	39	-8%	339,878	310,906	-9%	11	8,103	8,039	-1%
	9	33	32	-4%	527,914	503,459	-5%	4	15,947	15,813	-1%
	10	38	38	-1%	670,120	680,362	2%	2	17,606	18,018	2%
	11	37	34	-8%	301,706	275,553	-9%	12	8,132	8,068	-1%
	12	47	37	-21%	255,121	271,049	6%	13	5,414	7,282	35%
	14	22	22	-1%	92,766	90,983	-2%	14	4,231	4,209	-1%
	15	20	20	-1%	44,373	80,827	82%	15	2,222	4,104	85%
	BCC	36	35	-1%	404,581	386,579	-4%	7	11,395	10,943	-4%
Saturday	1	43	41	-5%	81,537	80,591	-1%	4	1,878	1,956	4%
	2	34	34	-1%	62,162	61,374	-1%	6	1,812	1,812	0%
	3	49	45	-8%	157,979	149,624	-5%	1	3,205	3,303	3%
	4	36	33	-7%	59,198	55,228	-7%	7	1,663	1,663	0%
	5	41	36	-11%	117,012	110,110	-6%	2	2,883	3,039	5%
	6	36	33	-9%	59,947	54,750	-9%	8	1,664	1,664	0%
	7	33	32	-3%	54,433	52,839	-3%	9	1,664	1,664	0%
	8	35	33	-5%	34,085	32,481	-5%	13	985	985	0%
	9	25	24	-4%	81,935	78,989	-4%	5	3,265	3,263	0%
	10	33	31	-8%	109,726	108,833	-1%	3	3,280	3,527	8%
	11	40	37	-9%	39,874	36,254	-9%	12	989	989	0%
	12	35	29	-19%	39,324	43,406	10%	11	1,108	1,510	36%
	14	19	18	-10%	16,862	15,212	-10%	15	866	869	0%
	15	20	20	-2%	9,081	16,667	84%	14	455	854	88%
	BCC	23	24	5%	42,445	45,090	6%	10	1,882	1,909	1%
Sunday	1	47	49	3%	36,135	37,223	3%	5	767	767	0%
	2	32	30	-5%	37,564	35,816	-5%	6	1,176	1,176	0%
	3	74	55	-26%	86,511	85,507	-1%	1	1,171	1,555	33%
	4	40	38	-4%	30,619	29,278	-4%	8	765	764	0%
	5	52	46	-11%	52,016	46,020	-12%	3	1,004	997	-1%
	6	49	43	-13%	37,627	32,800	-13%	7	767	767	0%
	7	35	36	4%	26,562	27,543	4%	9	767	767	0%
	8	28	27	-5%	21,517	20,540	-5%	12	762	762	0%
	9	27	27	1%	39,339	39,599	1%	4	1,477	1,474	0%
	10	39	38	-2%	55,539	54,772	-1%	2	1,441	1,453	1%
	11	38	35	-6%	28,891	27,164	-6%	10	767	767	0%
	12	34	33	-2%	25,901	25,457	-2%	11	767	767	0%
	14	18	16	-10%	8,463	7,463	-12%	13	484	473	-2%
	15		12		0	6,891		14	0	585	

Attachment B. Summary of GoDurham On-Time Performance FY14-FY15

Source: Automatic Passenger Counters

ROUTE	On Time			Early			Late		
	FY 2014	FY 2015	% change	FY 2014	FY 2015	% change	FY 2014	FY 2015	% change
Weekday 1	78%	83%	6%	7%	7%	10%	15%	10%	-35%
2	82%	88%	7%	6%	5%	-19%	12%	8%	-37%
3	81%	88%	7%	4%	4%	-17%	14%	9%	-38%
4	79%	85%	7%	4%	4%	-4%	17%	11%	-34%
5	80%	81%	1%	3%	6%	82%	17%	13%	-24%
6	67%	77%	14%	3%	3%	4%	30%	21%	-32%
7	90%	88%	-2%	3%	6%	63%	7%	6%	-9%
8	84%	89%	6%	3%	3%	27%	13%	8%	-43%
9	83%	84%	1%	5%	9%	97%	12%	7%	-46%
10	85%	85%	0%	4%	6%	53%	11%	9%	-20%
11	77%	79%	3%	2%	3%	55%	21%	18%	-15%
12	83%	86%	3%	2%	4%	79%	15%	10%	-28%
14	80%	78%	-2%	3%	7%	115%	17%	15%	-10%
15	81%	81%	-1%	4%	4%	14%	15%	15%	1%
BCC	82%	83%	1%	8%	7%	-13%	10%	10%	5%
Saturday 1	85%	87%	3%	6%	8%	38%	9%	4%	-55%
2	85%	87%	2%	10%	11%	4%	4%	3%	-39%
3	86%	90%	5%	6%	5%	-13%	8%	4%	-43%
4	84%	85%	0%	12%	13%	12%	4%	2%	-41%
5	86%	81%	-6%	6%	9%	49%	8%	9%	23%
6	89%	88%	-1%	6%	8%	32%	6%	4%	-25%
7	89%	89%	0%	7%	9%	22%	4%	2%	-41%
8	86%	84%	-1%	3%	8%	188%	11%	8%	-34%
9	86%	83%	-3%	6%	12%	97%	8%	4%	-45%
10	89%	86%	-3%	3%	7%	120%	8%	7%	-16%
11	87%	91%	4%	4%	4%	6%	9%	5%	-43%
12	86%	88%	3%	3%	6%	121%	11%	5%	-52%
14	80%	75%	-6%	5%	12%	118%	14%	13%	-9%
15	90%	90%	0%	6%	8%	26%	3%	2%	-46%
BCC	82%	80%	-3%	5%	3%	-47%	13%	17%	34%
Sunday 1	81%	86%	5%	6%	7%	20%	12%	7%	-44%
2	86%	86%	0%	4%	8%	76%	9%	6%	-34%
3	90%	87%	-3%	3%	7%	140%	7%	6%	-22%
4	87%	91%	4%	7%	8%	4%	6%	1%	-74%
5	87%	88%	2%	9%	8%	-11%	5%	4%	-12%
6	85%	91%	6%	4%	7%	81%	11%	2%	-82%
7	93%	92%	-1%	4%	5%	28%	3%	2%	-4%
8	87%	86%	-1%	3%	5%	34%	9%	10%	0%
9	86%	82%	-4%	6%	13%	124%	8%	5%	-45%
10	86%	88%	3%	3%	4%	16%	11%	9%	-24%
11	84%	89%	5%	1%	5%	296%	14%	6%	-57%
12	88%	90%	2%	2%	3%	86%	10%	7%	-35%
14	73%	66%	-10%	5%	4%	-18%	22%	30%	35%
15	89%	92%		1%	8%		11%	1%	
Weekday	81%	84%	3%	4%	5%	19%	15%	11%	-24%
Saturday	86%	86%	0%	6%	8%	26%	8%	6%	-17%
Sunday	86%	87%	1%	4%	7%	58%	10%	6%	-38%
System	82%	84%	3%	5%	6%	24%	13%	10%	-24%

Peer Comparison July 1, 2013 – April 30, 2015

Below is a comparison of standard performance indicators between GoDurham and several “comparable” peer agencies. The peers were selected because of their similarities to GoDurham with respect to service area, zero-vehicle homes, population, fleet size, service span, and general location (Southeastern United States). In addition, Charlotte Area Transit System (CATS) fixed route statistics are also listed to compare GoDurham performance to a much larger urban system in our region.

Unlinked Passenger Trips

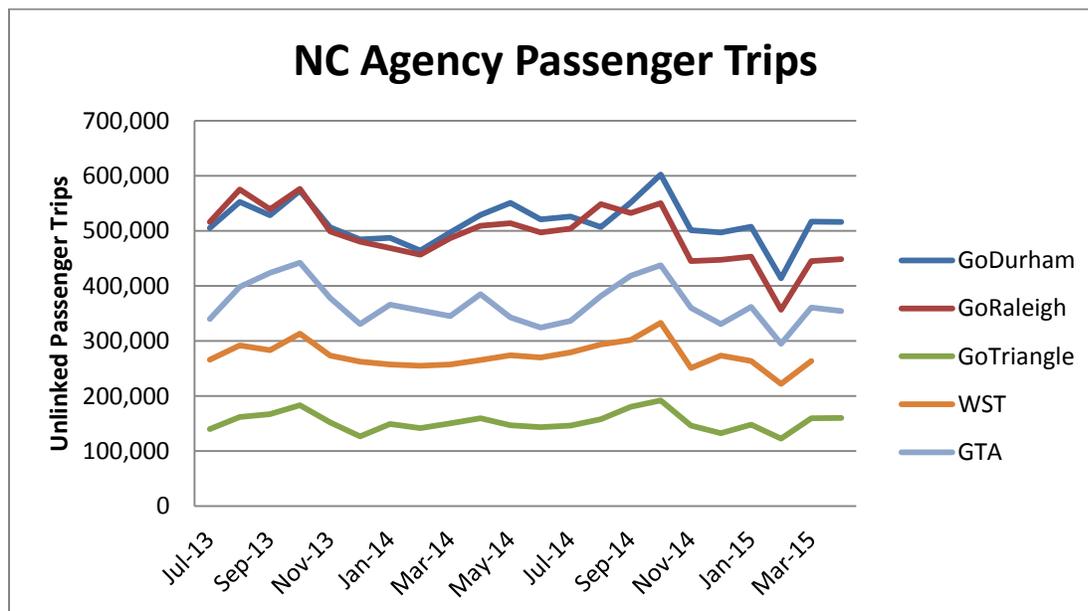
The table below displays each agency’s total unlinked passenger trips for July 1 – April 30th in FY 2015 compared to FY 2014.

Agency	Location	Jul '13 - Apr '14	Jul '14 - Apr '15	% Diff
GoDurham	Durham, NC	5,125,825	5,138,832	0.25%
GoRaleigh	Raleigh, NC	5,107,271	4,730,594	-7.38%
GoTriangle	RTP, NC	1,532,302	1,546,376	0.92%
WSTA*	Winston-Salem, NC	2,458,691	2,481,263	0.92%
GTA	Greensboro, NC	3,763,162	3,636,765	-3.36%
CAT	Savannah, GA	3,026,803	3,101,299	2.46%
CARTA	Chattanooga, TN	2,196,371	2,161,194	-1.60%
KAT**	Knoxville, TN	1,660,791	1,732,439	4.31%
CATS	Charlotte, NC	18,979,496	15,787,867	-16.82%
TOTAL		24,871,216	24,528,762	-1.38%

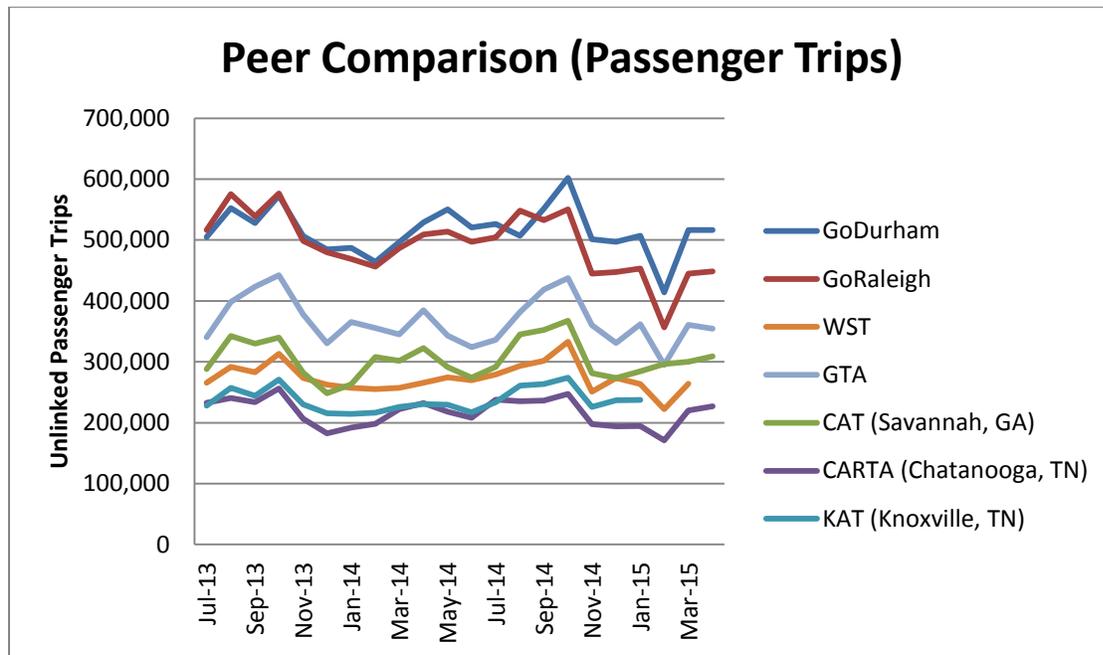
* WSTA only had data available thru March, 2015. Therefore the comparison is July 1-March 31 for FY 2015 vs. 2014.

**KATA only had data available thru January, 2015. Therefore the comparison is July 1-January 31 for FY 2015 vs. 2014.

The Chart below displays the unlinked passenger trips from July 1, 2013 thru April 30, 2015 for similar agencies in North Carolina only. As the chart shows, the general ridership trend is very similar for all systems.



The Chart below displays the unlinked passenger trips from July 1, 2013 thru April 30, 2015 for peer agencies around the Southeast. Once again, the chart shows that the general ridership trend is very similar for all systems.



Passengers per Hour

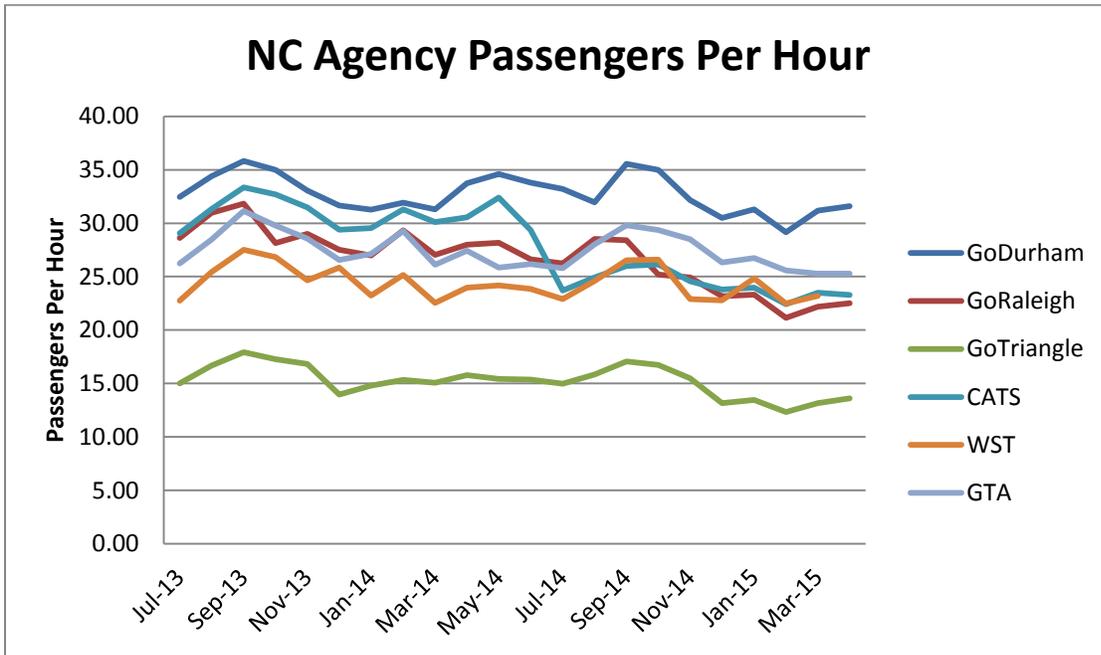
The table below displays each agency’s average passengers per hour for July 1 – April 30th in FY 2015 compared to FY 2014.

Agency	Location	Jul '13 - Apr '14	Jul '14 - Apr '15	% Diff
GoDurham	Durham, NC	33.1	32.2	-2.72%
GoRaleigh	Raleigh, NC	28.7	24.6	-14.56%
GoTriangle	RTP, NC	15.9	14.6	-8.08%
WSTA*	Winston-Salem, NC	24.9	24.1	-3.22%
GTA	Greensboro, NC	28.1	27.1	-3.54%
CAT	Savannah, GA	19.7	21.1	7.48%
CARTA	Chattanooga, TN	18.2	15.5	-14.96%
KAT**	Knoxville, TN	13.9	16.3	16.55%
CATS	Charlotte, NC	30.9	24.2	-21.54%
MEAN		23.7	22.2	-6.45%

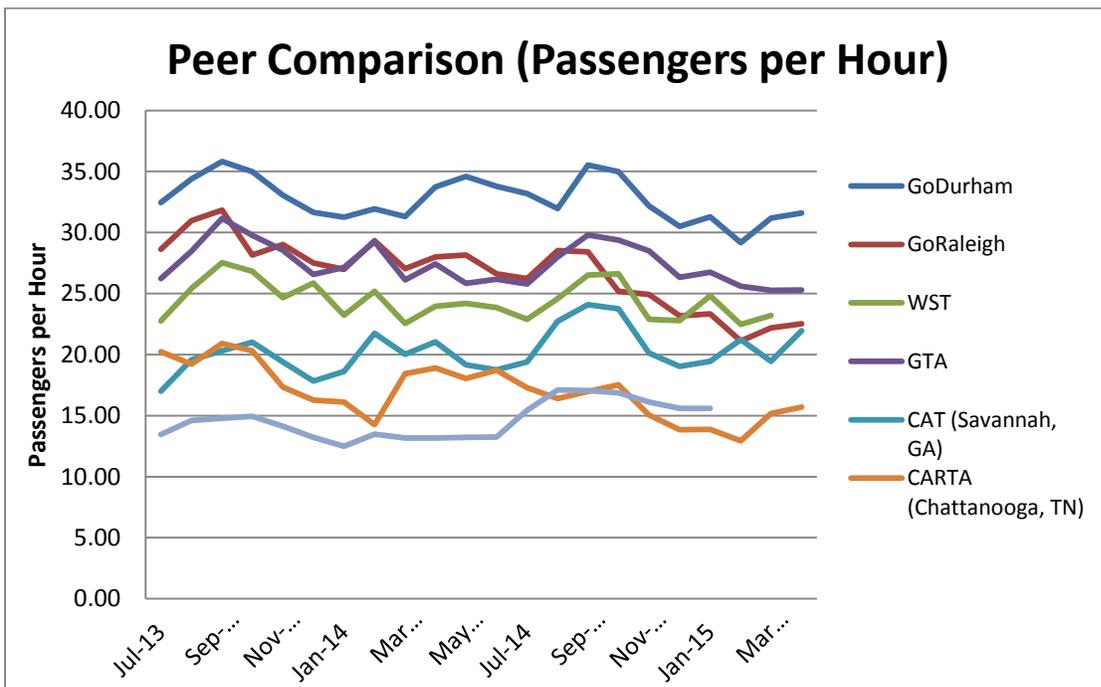
* WSTA only had data available thru March, 2015. Therefore the comparison is July 1-March 31 for FY 2015 vs. 2014.

**KATA only had data available thru January, 2015. Therefore the comparison is July 1-January 31 for FY 2015 vs. 2014.

The Chart below displays passengers per hour from July 1, 2013 thru April 30, 2015 for similar agencies in North Carolina only. As the chart shows, the general ridership trend is very similar for all systems. Moreover, GoDurham has maintained the highest average passengers per hour compared to all systems in this comparison, including the largest urban system in the state.



The Chart below displays passengers per hour from July 1, 2013 thru April 30, 2015 for peer agencies around the Southeast. Once again, the chart shows that the trend is very similar for all systems.



Passengers per Mile

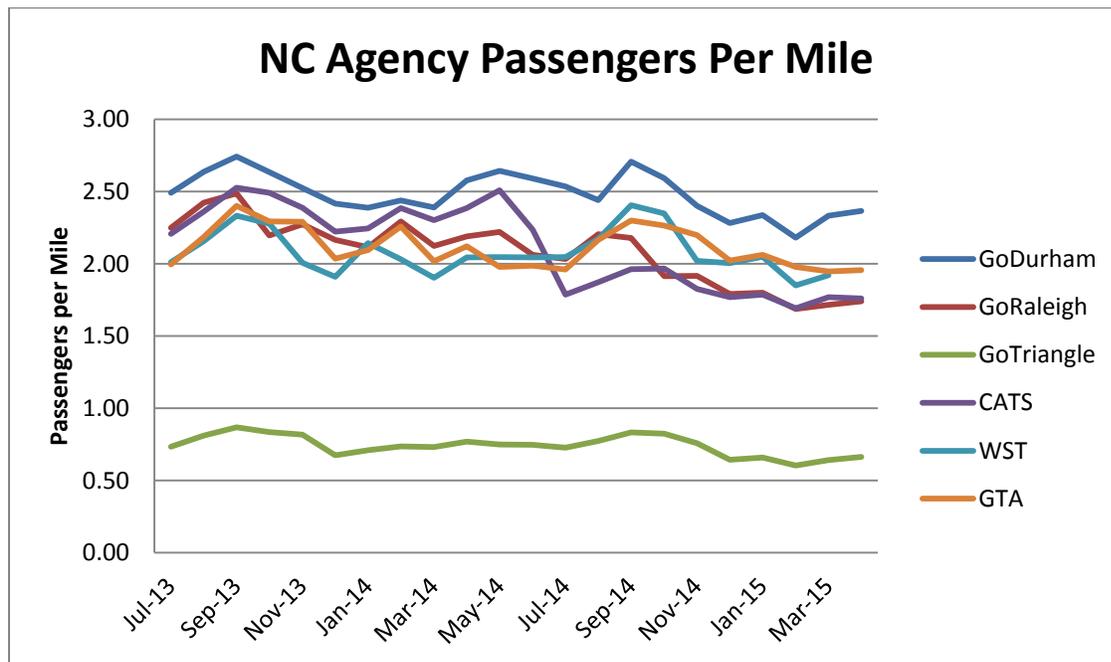
The table below displays each agency's average passengers per mile for July 1 – April 30th in FY 2015 compared to FY 2014.

Agency	Location	Jul '13 - Apr '14	Jul '14 - Apr '15	% Diff
GoDurham	Durham, NC	2.5	2.4	-4.22%
GoRaleigh	Raleigh, NC	2.3	1.9	-15.71%
GoTriangle	RTP, NC	0.8	0.7	-7.29%
WSTA*	Winston-Salem, NC	2.1	2.1	0.24%
GTA	Greensboro, NC	2.2	2.1	-3.85%
CAT	Savannah, GA	1.5	1.5	2.87%
CARTA	Chattanooga, TN	1.4	1.2	-10.78%
KAT**	Knoxville, TN	1.1	1.2	5.26%
CATS	Charlotte, NC	2.4	1.8	-22.64%
MEAN		1.8	1.7	-7.27%

* WSTA only had data available thru March, 2015. Therefore the comparison is July 1-March 31 for FY 2015 vs. 2014.

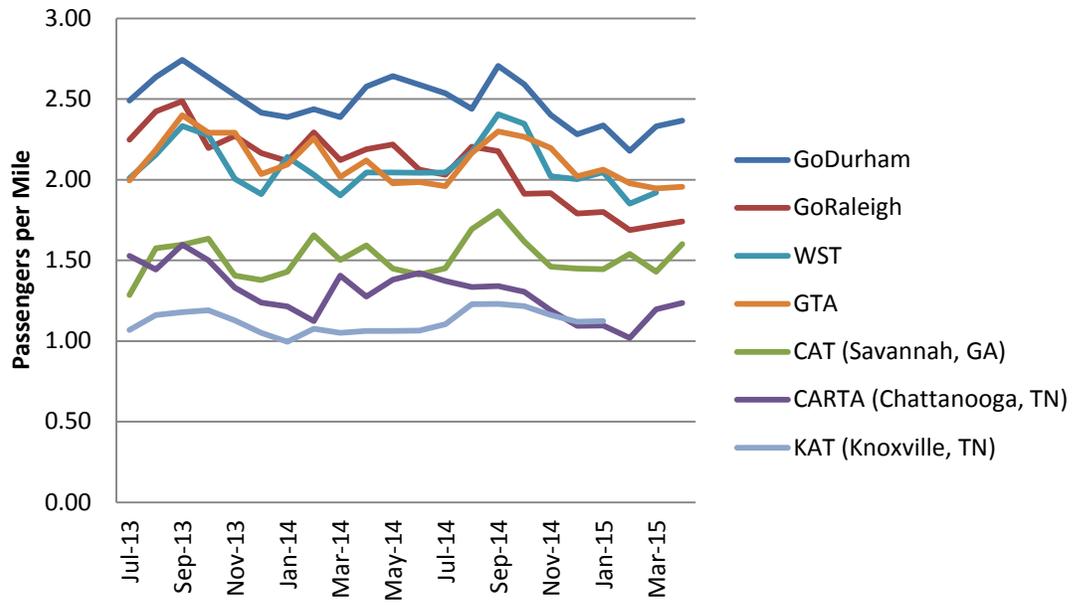
**KATA only had data available thru January, 2015. Therefore the comparison is July 1-January 31 for FY 2015 vs. 2014.

The Chart below displays passengers per mile from July 1, 2013 thru April 30, 2015 for similar agencies in North Carolina only. As the chart shows, the general ridership trend is very similar for all systems. Moreover, GoDurham has maintained the highest average passengers per mile compared to all systems in this comparison, including the largest urban system in the state.



The Chart below displays passengers per mile from July 1, 2013 thru April 30, 2015 for peer agencies around the Southeast. Once again, the chart shows that the trend is very similar for all systems.

Peer Comparison (Passengers Per Mile)





Tips for Riding DATA

To plan your trip, locate the bus route(s) closest to your starting point and final destination. If the bus route number closest to your starting point is not the same as the route number closest to your final destination, you may have to transfer to another bus. Most of the DATA routes connect at the Durham Station, located at 515 W. Pettigrew Street, although these connections are not guaranteed due to traffic, construction and other possible delays. If you have questions, a customer service representative is waiting to help you. Call (919) 485-RIDE (7433) for assistance. You can also plan your trip on the web at <http://data.durhamnc.gov>.

Rules for Riding

DATA wants to provide an enjoyable and safe experience for all passengers. For the safety and comfort of all, please observe the following rules aboard the bus:

- Please stay seated to avoid falling when the bus starts or stops.
- Please keep children seated at all times
- Please keep your head and hands inside the bus and keep them clear of opening and closing doors.
- No eating, drinking or smoking is allowed on board
- Electronic devices, such as radios, tape players, video games, MP3 or CD players, must be used with headphones.
- Offensive language and behavior are unacceptable.
- Strollers must be folded prior to boarding and kept out of the aisles
- Service animals are welcome, but domestic pets are prohibited.
- Concealed weapons, illegal drugs and hazardous materials are prohibited.
- Graffiti or other destruction of property is unacceptable.

No smoking is allowed on DATA vehicles.

By order of Durham County Ordinance, all transit facilities (except where designated), bus stops, city-owned sidewalks, and associated areas within 100 feet, shall be SMOKE-FREE.

Boarding DATA

The bus will stop at designated bus stops marked with the DATA logo. Each bus stop sign identifies the bus route(s) it serves. Plan to arrive at your bus stop at least five minutes early. When the bus arrives, make sure you are boarding the right bus. The route number and destination is listed on the electronic signs located on the front, side and rear of the bus. If you are not sure whether you are getting on the right bus, just ask the operator. DATA staff is ready to help you!

The driver will lower the bus for easy boarding if you request it. When you board the bus, please have exact change or your fare card ready for the farebox. Neither the operator nor the farebox can issue change. If you qualify for a discount fare, show your identification card to the operator when boarding. Discount fares will not be honored without proper identification.

Exiting DATA

As the bus approaches your stop, pull the cord near the window. This will let the operator know that you want to exit the bus.

Please give the operator enough notice so that he/she can make a smooth stop. Please exit through the back doors unless you need to use the wheelchair lift or you need the bus to lower for an easier exit. Please be careful when exiting the bus; your safety is important to us. After exiting the bus, please wait until the bus leaves the curb before crossing the street.

Bikes on Buses

Bicycles are permitted on all DATA buses. A special rack on the front of the bus enables two bikes to be secured safely in an upright position. Cyclists can load bikes easily and quickly. Bikes that are foldable may be carried onto the bus, however they must be stored in a carry-on bag to cover sharp edges, and must not protrude into the aisle space for the safety of others. There is no special license or additional fare for traveling with a bicycle. Riders are responsible for loading and securing their bikes and unloading them from the



DATA Eyes & Ears Program

When it comes to our safety, we can always use an extra pair of eyes. LOOK AROUND. BE AWARE. If you see something unusual, such as an item left in a shelter or on a bus, let us know.

Lost and Found

If you lose something on the bus, and we find it, you can pick it up at Durham Station, 515 W. Pettigrew Street, Monday through Friday, 7 a.m. to 11 p.m. You can also call (919) 485-7433 during these hours to ask about your lost item. Lost items are kept for 30 days. Be sure to bring proper identification to recover lost items. DATA is not responsible for lost or stolen items.

How to Read Bus Schedules

In addition to the system map, there are individual route schedules that contain an individual map and timetable that should be used with the system map. These schedules are available at many locations citywide, or we can send schedules to you.

Check the route number and destinations on the front cover.

Locate the intersection that is closest to where you want to board the bus. Although not all stops are shown on the schedule, refer to the time listed at the intersection just before your stop to determine when the bus will arrive at your stop.



Public Participation

DATA is your transit system and your participation and feedback is encouraged.

Durham Public Transit Information Sessions

In an effort to offer public opportunity to make comments and suggestions about DATA services, public information meetings are held on the first Wednesday of each month at 6:30 p.m. at Durham Station, 515 W. Pettigrew Street. Anyone requiring auxiliary aids or translation services to fully participate in the meetings should call 485-7510, no later than the Monday preceding the meeting.

DATA PRIDE Ambassadors

The PRIDE Ambassador program gives residents of Durham the opportunity to become actively involved with the transit system. People Riding in Durham Everyday (PRIDE) provide vital input to DATA and Triangle Transit Administration. PRIDE Ambassadors meet at 5:30 p.m. on the first Wednesday of every other month at the Durham Station, 515 W. Pettigrew Street.

The PRIDE Ambassadors help to increase awareness of the transit system and improve communication among management and riders. PRIDE Ambassadors receive a free 30 day pass each month for participating in the program. If you are interested in becoming a PRIDE Ambassador, download an application from our website at www.gotriangle.org/images/uploads/data_pride_app.pdf or call 919-485-RIDE(7433).

Hours of Operation

Monday - Saturday 5:30 a.m. - 12:30 a.m.
Sunday/Holiday 6:30 a.m. - 7:30 p.m.

Holiday Service

There is no service on Christmas Day. There is limited service on most routes on the following holidays:
New Year's Day • Martin Luther King, Jr. Day
Memorial Day • Independence Day (July 4th)
Labor Day • Thanksgiving Day

Durham Station

515 W. Pettigrew Street • Durham, N.C.
Monday - Saturday 6 a.m. - 12 a.m.
Sunday/Holidays 7 a.m. - 7 p.m.

DATA Operations Facility

1903 Fay Street • Durham, N.C.
Monday through Friday 8 a.m. - 5 p.m.

Inclement Weather

DATA provides safe, reliable and convenient service in all types of weather. Based on road conditions, routes and schedules are subject to change. Inclement weather information is available from drivers, customer service representatives, signs posted on the buses, radio and television announcements and the GoTriangle Transit Information line at (919) 485-RIDE (7433). Check the website to find out if the bus will be delayed during inclement weather at <http://data.durhamnc.gov>.



Transfers to Other Systems

Riders using DATA, Capital Area Transit or Triangle Transit can expand their travel area by transferring between transit systems. DATA offers a regional day pass or 31-day pass that is valid on all transit systems within the region.

The Durham Area Transit Authority is part of the GoTriangle Transit Information Center. Call (919) 485-RIDE (7433) for transit information on the eight transit systems in the Raleigh-Durham-Chapel Hill area. You can also get regional transit information and plan your transit trip at www.gotriangle.org.

Durham Area Transit Authority (DATA)

<http://data.gotriangle.org>
Provides bus service within the City of Durham.

Capital Area Transit

<http://www.raleighnc.gov/transit>
Provides bus service within the City of Raleigh.

Chapel Hill Transit

www.chtransit.org
Provides bus service within the Towns of Chapel Hill and Carrboro.

Triangle Transit

www.trianglettransit.org
Provides regional bus service within the Durham, Wake and Orange Counties

Amtrak

www.amtrak.com

Greyhound/Trailways

www.greyhound.com

Discount Fares & IDs

DATA offers discount fares to students and disabled individuals. Student discounts are valid weekdays until 8 p.m. A Medicare card or DATA identification card is required to receive a reduced fare. Seniors are required to show a government issued ID or DATA ID to ride fare-free. Children under 60 inches are assumed to be 12 years old or younger. Children 12 or younger but taller than 60 inches are required to obtain a DATA ID to ride fare-free. DATA identification cards may be obtained at Durham Station, 515 W. Pettigrew St. To find out more about DATA identification cards call (919) 560-3282.



ACCESS for the Disabled

For many Durham residents, transportation is just a bus stop away. All DATA buses are wheelchair accessible and can hold up to two wheelchairs at one time. Persons with a disability that prevent them from using regular bus service may qualify for the DATA ACCESS. This paratransit van is a special curb-to-curb service that is available only to qualified disabled applicants. The DATA ACCESS application process requires medical certification of the existing conditions. This paratransit van service operates in the same service area, during the same hours, and on the same days as the regular DATA bus routes. For more information about accessibility on DATA buses call, (919) 485-RIDE (7433) For TTY service, call North Carolina Relay at 1-800-735-2962 and request to be connected to DATA.

Fares and Passes

Customers who qualify for a discount fare must show a valid identification card to the operator when boarding the bus. With a valid ID, seniors 65 and over and youth 12 and under, ride fare-free.

Ride Fares

Regular One-Way	\$1.00
Discount	\$0.50
Students 17 & under	\$0.25
Youth 12 & under	Free
Seniors 65 & older	Free

Unlimited Ride Passes

DATA	Regular	Discount
1 Day	\$2.00	\$1.00
5 Day	\$8.50	\$4.25
7 Day	\$12.00	\$6.00
31 Day	\$36.00	\$18.00

Regional	Regular	Discount
1 Day	\$4.50	\$2.00
7 Day	\$16.50	\$7.50
31 Day	\$76.50	\$34.00

Pass Outlets

Durham Station • 515 W. Pettigrew Street

DATA Offices • 1903 Fay Street

Durham City Hall, Billing Services
101 City Hall Plaza

DATA Buses

One day local and one day regional passes

Welcome Aboard!

Public transportation is our link to the community, family, friends, work, shopping, and play. In Durham, DATA offers mobility and accessibility to universities, hospitals, schools, businesses and shopping centers as we strive to provide congestion relief, cleaner air, and economic development—all in comfort and safety.

SYSTEM MAP

Effective Sept. 27, 2014



DATA

DURHAM AREA TRANSIT AUTHORITY

Designed to Serve You

919.485.RIDE (7433)

data.gotriangle.org

ROUTE LISTING

ROUTE #	ROUTE NAME
1,1A,1B	Northgate - North Pointe - Loehmanns Plaza - Willowdale
2,2A,2B	East Durham - The Village - Angier Ave
3	The Village - Glenview Station - Hwy 98
4	N Roxboro - Duke Regional - North Duke Crossing
5	Fayetteville St - NCCU - Southpoint
6,6B	Duke/VA - American Village - Sparger Rd
7	Forest Hills - Weaver St - MLK Pkwy
8	Lawson St - NCCU - Durham Tech
9,9A,9B	Dearborn Dr - North Durham
10,10A,10B,10L	South Square - New Hope Commons - Jordan High
11	Duke/VA - Hillsborough Rd
12	NCCU - Hwy 54 & Hwy 55
14	Hwy 54 & 55 - Woodcroft - Southpoint Circulator
15	Brier Creek
16,16A,16B	The Village - Hwy 98 - Southern HS - Birchwood
BCC	Bull City Connector
TTA Routes	100, 700, 400, 405, 800, 805, DRX, ODX

LEGEND

- Interstate
- Highway
- Bus Route
- Route Deviation
- Triangle Transit Route
- Landmark
- Parks & Recreation Area
- Hospital & Medical Facility
- DATA Transfer Point
- Triangle Transit Transfer Point
- CAT Transfer Point

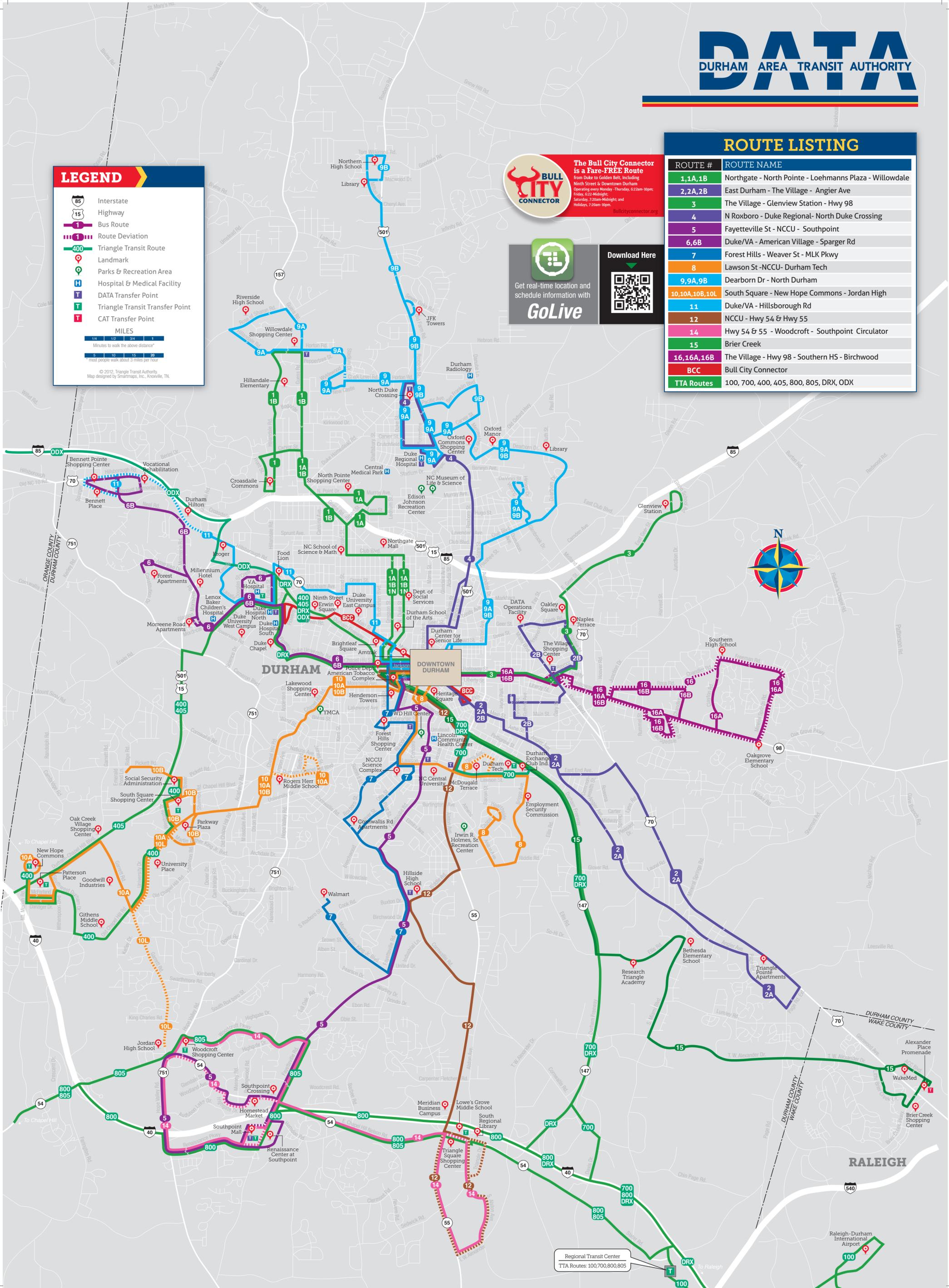


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The Bull City Connector is a Fare-FREE Route
from Duke to Golden Belt, including Ninth Street & Downtown Durham
Operating every Monday - Thursday, 6:22am-10pm;
Friday, 6:22-Midnight; Saturday, 7:20am-Midnight; and
Holidays, 7:20am-10pm.
Bullcityconnector.org

Get real-time location and schedule information with
GoLive

Download Here



Regional Transit Center
TTA Routes: 100,700,800,805

RALEIGH

540

Raleigh-Durham International Airport

100