

On October 1, 2010 Triangle Transit entered into an agreement with the City of Durham to manage the DATA bus system. Listed below are highlights and achievements over the past year as Triangle Transit, in cooperation with the City, under took its management responsibilities.

Improved Performance

DATA (Fixed Route Service)

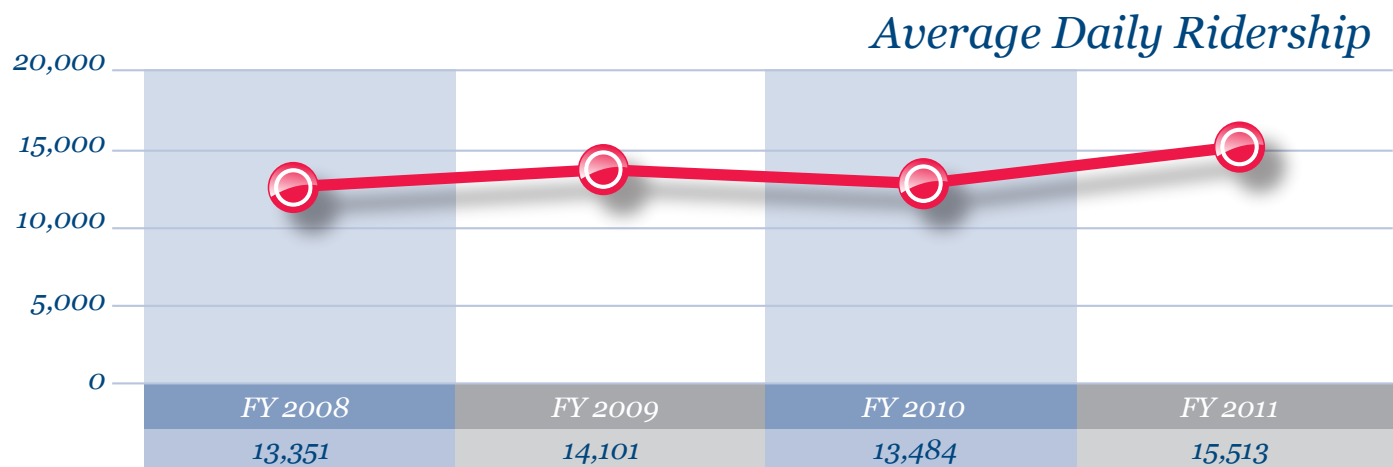
- Customer Boardings per hour grew 8% from 28.67 in FY2010 to 30.89 in FY2011.
- Operating Cost per Customer Boarding fell 11% from \$2.68 to \$2.37 in FY2011.
- Farebox Recovery Ratio climbed from 18.7% in FY2010 to 20% in FY2011.
- Total Customer Boardings grew 15% from 4.9 million in FY2010 to 5.65 million in FY2011.

ACCESS (Paratransit Service)

- Total Ridership increased by 7.7% from 100,165 in FY2010 to 107,912 in FY2011.
- Cost per Customer Boarding decreased by 6.8% from \$22.17 in FY2010 to \$20.65 in FY 2011.

Call Center

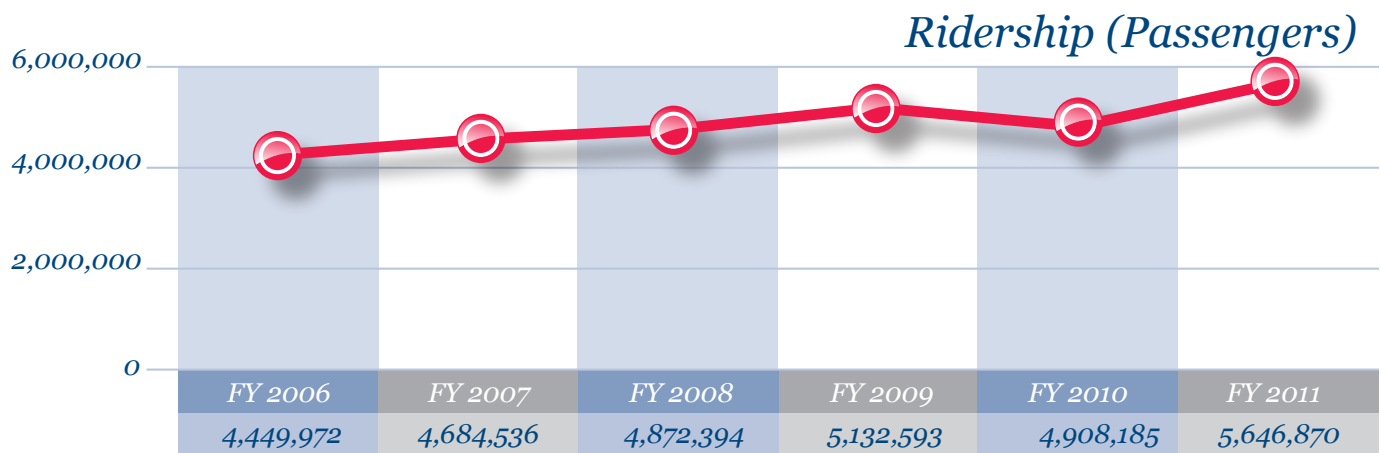
- Over 65,000 customers contacted the GoTriangle Transit Information Center for information about DATA services.
- Tracked complaints, commendations, and comments were all up significantly from the prior year due to a process change that captures more customer feedback.





Improving the Customer Experience

- Installed new Automated Vehicle Location system for dispatchers and real-time departure countdown signs at Durham Station.
- Organized monthly Discount ID Photo days at Durham Station
- Created a new Transit Amenities Specialist position to coordinate maintenance of bus stop appearance and amenities.
- Enacted anti-litter campaign for Durham Station.
- Implemented new safety and security program “If you see something, Say Something!”
- Contracted with Wilbur Smith Associates to prepare site designs for bus stop improvements at 22 locations, including 13 Bull City Connector bus stops.
- Convened monthly public input and feedback meetings at Durham Station.
- Established new DATA Facebook Page to allow comments (313 Like Us So Far).
- Renewed DATA PRIDE Ambassador Program.
- Invited food trucks to Durham Station to promote the station as a destination.
- Moved web content from data.durhamnc.gov to data.gotriangle.org.
- Activated new online tracking system that allows customers to file complaints on-line.
- Initiated new outreach to seniors with Center for Senior Life (more than 20 events).
- Held six public input sessions on proposed service changes.
- Conducted more than 20 meetings with neighborhoods, institutions, and City or County Departments to identify transit needs.
- Participated in 5 Community events in Durham sharing information about DATA and Triangle Transit services.
- Placed 10 new hybrid vans into service in the ACCESS program.



Improving Business Practices

- Identified need for an in-house financial system and assisted in acquisition, implementation and training including modules for payroll, accounts payable and financial reporting.
- Instituted new processes for monthly review of financial results for DCTC and ACCESS.
- Refined financial processes for ticket inventory and GFI/farebox reconciliations, and daily deposits.
- Identified capital requirements, found cost savings and received approval for over \$90K in additional capital spending in FY11.
- Addressed issues with DCTC and ACCESS staff through weekly meetings.
- Conducted quarterly fleet inspections to address complaints regarding maintenance of vehicles.
- Installed and upgraded the mobile data terminals (MDTs) on ACCESS vehicles to improve the efficiency and effectiveness of operations and scheduling.
- Signed a one year labor contract for the fixed route union employees.
- Conducted regular quarterly reviews with City, DCTC and ACCESS to review progress and closure of issues, and overall status of our relationship.
- Moved transit planning staff to Fay Street.

Partnerships

- Developed new agreement with Duke University and Medical System to offer GoPasses to their employees and students (as of September 30, 2011 5,000 GoPasses have been issued).
- Founded special working group to focus on Bull City Connector.
- Worked with Durham Transportation Department to maintain bus stops signs and adjust street striping for improved operations.
- Established strong relationships with Durham Street Cleaning Division to manage litter and trash receptacles at bus stops.
- Enhanced working relationship with First Transit and DCTC by sharing various training opportunities.



DURHAM AREA TRANSIT AUTHORITY **Designing Better Bus Service in Durham**

- Recruited 25 community members to serve on a Sounding Board that will advise staff on service improvements.
- Adjusted Route 15 to improve on-time performance in February 2011.
- Designed minor route changes to Routes 2, 4, 9, and 12 and adjusted schedules on all routes to improve on-time performance in August 2011.
- Conducted an on-board customer satisfaction survey in April 2011.
- Hired Parsons Brinckerhoff to assist with technical analysis of route and system performance and public engagement.

Working together, Triangle Transit and the City will continue to build and operate a safe, efficient and effective transit system that is the preferred choice of transportation now and in the future.