

How can I participate in Designing Better Bus Service in Durham?

There will be three more phases of public workshops held in January, March and April of 2012. We invite you to attend these workshops to review materials and provide comments on the plan at all stages of its development. All workshops will be announced and are open to the public.

In addition to the workshops, the Draft Plan will be presented to City Council with a public hearing in March 2012. Council members will receive comments from constituents at that meeting.

The Final Draft Plan will be presented to City Council in June 2012 and will be voted on during this meeting.

How can I get more information?

More information about the study is available at: <http://dbbs.gotriangle.org>.

The website will be updated regularly with information about upcoming meetings, the progress of the study, and development of service recommendations.



How can I provide comments?

Your comments will shape the development of service improvements to the DATA bus system. We need your feedback to make sure that the diverse transit needs of the Durham community are considered.

Please submit your comments by:

- Filling out a comment card
- Submitting your comments at <http://dbbs.gotriangle.org>
- Calling 919-485-PLAN (7526) and leave a message for a service planner with your questions or comments
- Attending public workshops for Designing Better Bus Service
- Attending monthly Durham public input sessions



DURHAM AREA TRANSIT AUTHORITY

**Designing Better
Bus Service in Durham**
community engagement

What is Designing Better Bus Service?

The City of Durham and Triangle Transit are conducting a comprehensive analysis of DATA bus service to look at ways to improve the service.

The study will:

- Identify strengths and weaknesses of the DATA system
- Develop recommendations for improvement
- Chart a course for the future of transit in Durham

Why Design Better Bus Service?

- Make bus schedules more reliable
- Match services with customer needs and wants
- Meet City Manager and City Council expectations
- Attract new riders to the system

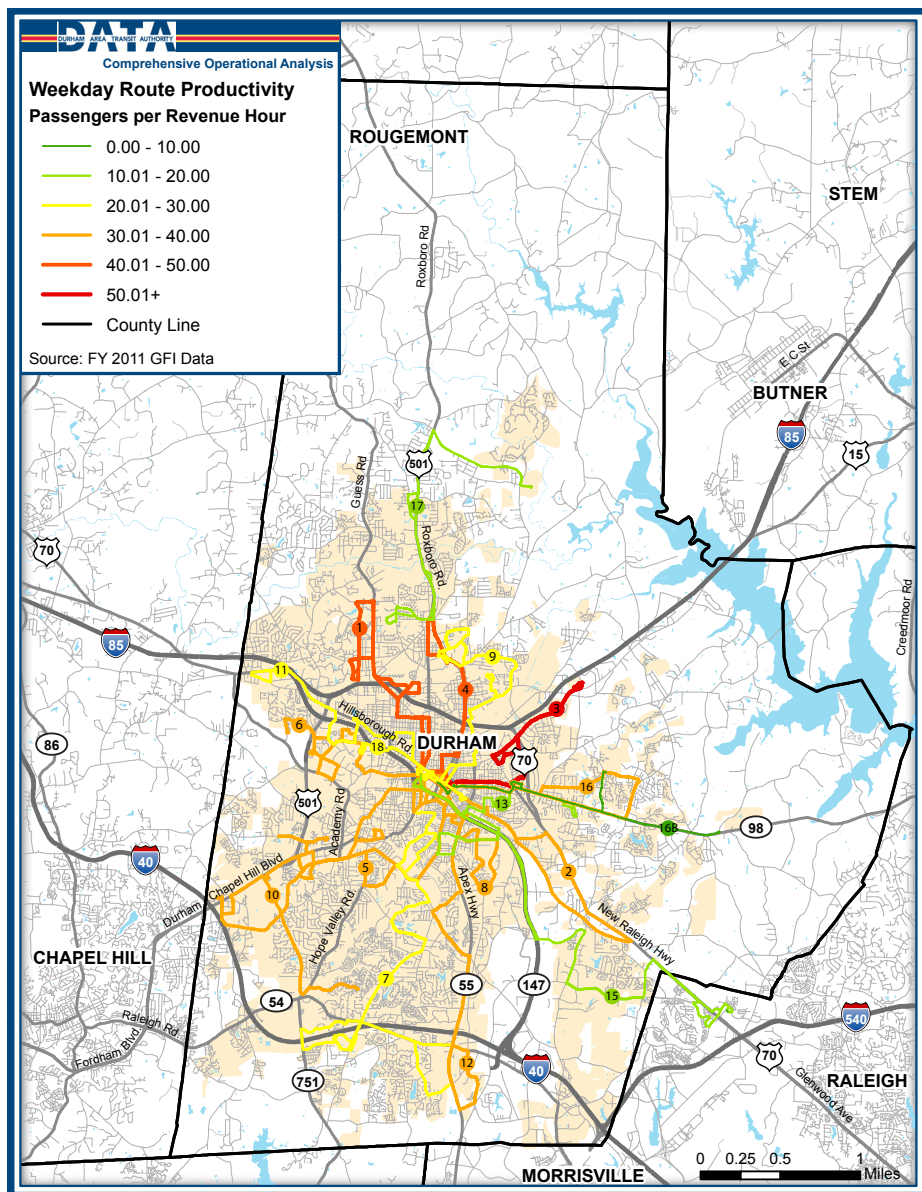
What will be the outcome of the study?

Triangle Transit will provide recommendations for service improvements to the City of Durham. These recommendations may include changes to:

- Streets the buses operate on (route alignments)
- Service headways (frequency of service)
- Types of services (express, shuttles, circulators)
- End points of the routes
- Times of day that the buses operate
- Number and location of bus stops

How are individual DATA routes performing?

A measure that is commonly used to evaluate the performance of an individual route is passengers per revenue hour. This is the number of passengers that a route carries for every hour of service provided. Weekday passengers per revenue hour is shown for all routes in the DATA system in the map below. Route 3 carries the most passengers per revenue hour on weekdays, while route 16B carries the fewest.



How is the DATA system performing?

- Overall, the system performs well in terms of the number of passengers that it carries per revenue hour of service.
- Routes serving the denser, close-in areas in the city carry more riders than those serving the lower density areas near the city's boundaries.
- Only two routes (16B and the former 12B route) carried fewer than 10 passengers per revenue hour on weekdays.
- Ridership is lower for weekend service on all routes.

How is DATA performing in comparison to similar transit agencies?

In comparison with similar transit agencies in other cities:

- DATA has a large number of riders for the size of the city and the transit system.
- DATA carries more passengers for every hour and mile of service operated.
- However, the per hour cost of DATA's service is higher than its peers, and its fares pay a lower percentage of the total cost.

What are DATA's opportunities for improvement?

While the DATA system performs well in terms of the number of passengers it carries, the initial phase of community engagement and existing conditions analysis have identified a number of opportunities for improving the DATA bus system:

- Making routes run on-time
- Relieving overcrowding on certain routes
- Making some routes more direct
- Making people's trips more direct, with fewer transfers
- Integrating with other transit systems in the region
- Serving more places
- Running earlier or later
- Addressing bad behavior by passengers