

# What's Next?

## Overview

The proposed changes to DATA service aim to improve the experience for all DATA customers without increasing the cost of the service. Here's what the changes will mean to you:

### Goal #1

**Make all DATA routes run on time.** This will:

- Reduce wait time at bus stops
- Allow routes to make their transfers to other DATA and TTA routes at Durham Station

### Goal #2

**Improve connections to educational institutions and important destinations in Durham.** This means:

- Faster and more direct service to NCCU, Durham Tech, and Riverside High
- Direct service to the new Walmart on Martin Luther King Jr. Blvd
- Bull City Connector extension to Northeast Central Durham

### Goal #3

**Provide more service where it's needed, less where it's not.** This means:

- Service every 15 minutes to the Village Shopping Center
- Hourly service where customer demand is lower (including Brier Creek, Danube Lane and other outlying areas of Durham)

## Descripción

Los cambios propuestos en los servicios de DATA pretenden mejorar la experiencia para todos los clientes de DATA sin aumentar el costo del servicio. Aquí está lo que los cambios significarán para usted:

### 1ra Meta

**Hacer que todas las rutas de DATA corran a tiempo.**

Los resultados serán:

- Reducir la espera en las paradas de autobús
- Permitir que las rutas hagan sus transferencias a otras rutas de DATA y rutas de TTA en la Estación Durham.

### 2da Meta

**Mejorar conexiones a instituciones educativas y destinos importantes en Durham.**

Los resultados serán:

- Servicio más rápido y más directo a NCCU, Durham Tech, y a Riverside High.
- Servicio directo al nuevo centro comercial de Walmart localizado en Martin Luther King Jr. Blvd
- Extensión del Bull City Connector al Nordeste del centro de Durham

### 3ra Meta

**Proporcionar más servicio a donde es necesario y menos a donde no se necesita.**

Los resultados serán:

- Servicio cada 15 minutos hacia el Village Shopping Center
- Servicio cada hora donde la demanda de cliente es menor (incluyendo a Brier Creek, Danube Lane y otras áreas periféricas de Durham)

### Jan 10 - Feb 3

- Collect public comments on the initial recommendations

### March 2012

- Collect public comments on the Draft Plan
- Draft Plan presented to City Council for public hearing.

### April 2012

- Collect public comments on the Final Draft Plan

### June 2012

- Final Draft Plan presented to City Council for adoption

If adopted, some route changes may be implemented as early as **Fall 2012.**

## Join the conversation with Designing Better Bus Service!

### 1 DBBS Open House at Durham Station

Jan. 11th – 2-8pm    Jan. 18th – 7-10am  
Jan. 17th – 12-3pm    Feb. 1st – 6-8pm

### 2 Phase 3 of Public Workshops

*Present Draft plan & collect feedback*

March 6th — March 30th, 2012

### 3 Phase 4 of Public Workshops

*Present Final plan & collect feedback*

April 16th — May 4th, 2012

Provide comments by calling

# 919.485.PLAN

or visiting [dbbs.gotriangle.org](http://dbbs.gotriangle.org)

DURHAM AREA TRANSIT AUTHORITY

# Designing Better Bus Service



# DATA System Scenario

# We need to hear from **You!**

Please take a moment to give us your comments on the proposed changes to the DATA routes.

**Would these proposals improve your experience riding DATA?**

Yes  No  Not Sure

**What do you like about the proposals?**

**What do you dislike about the proposals?**

**Please provide other comments, suggestions, or ideas.**



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

