



Figure 9: Durham County - Employment by Industry

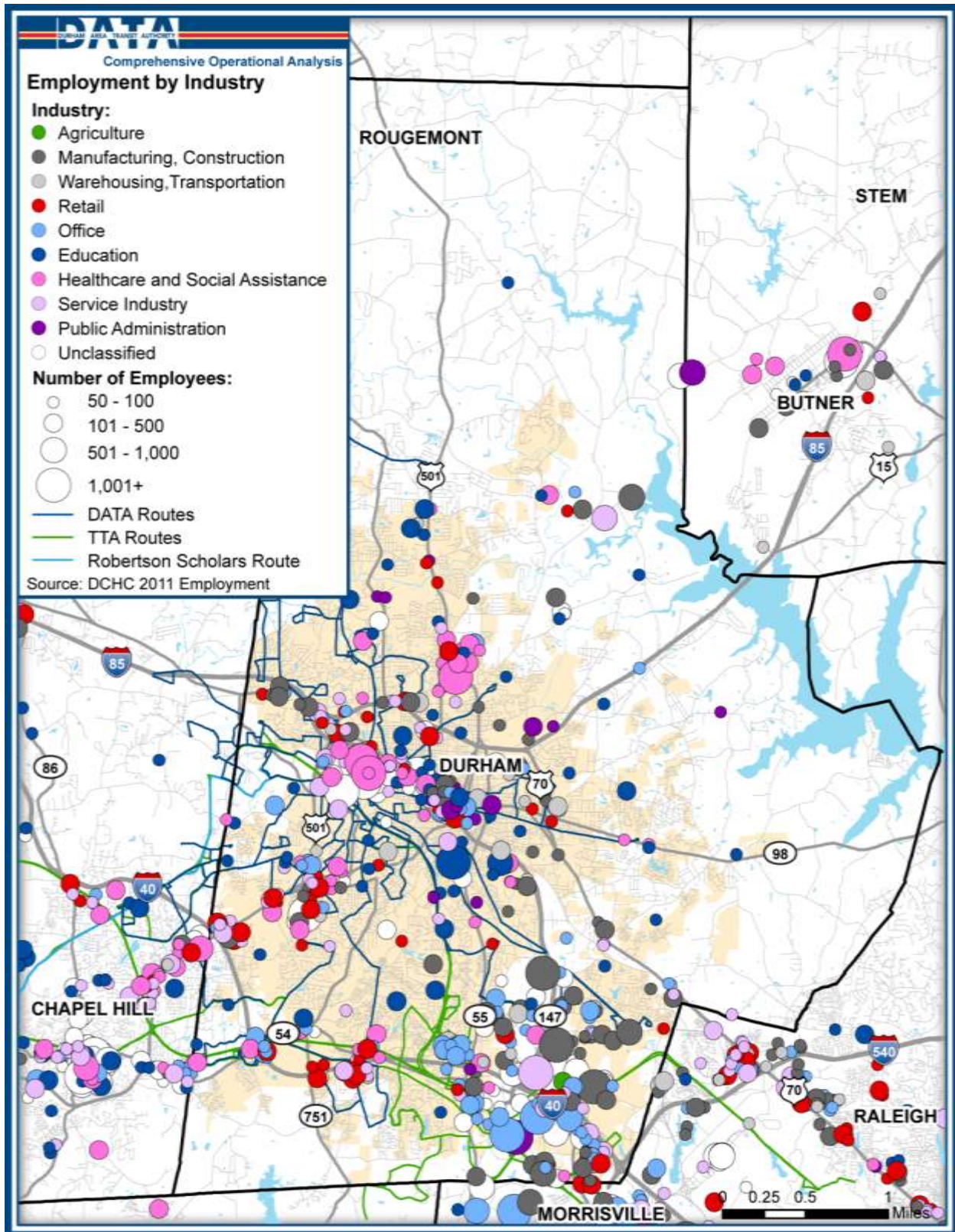
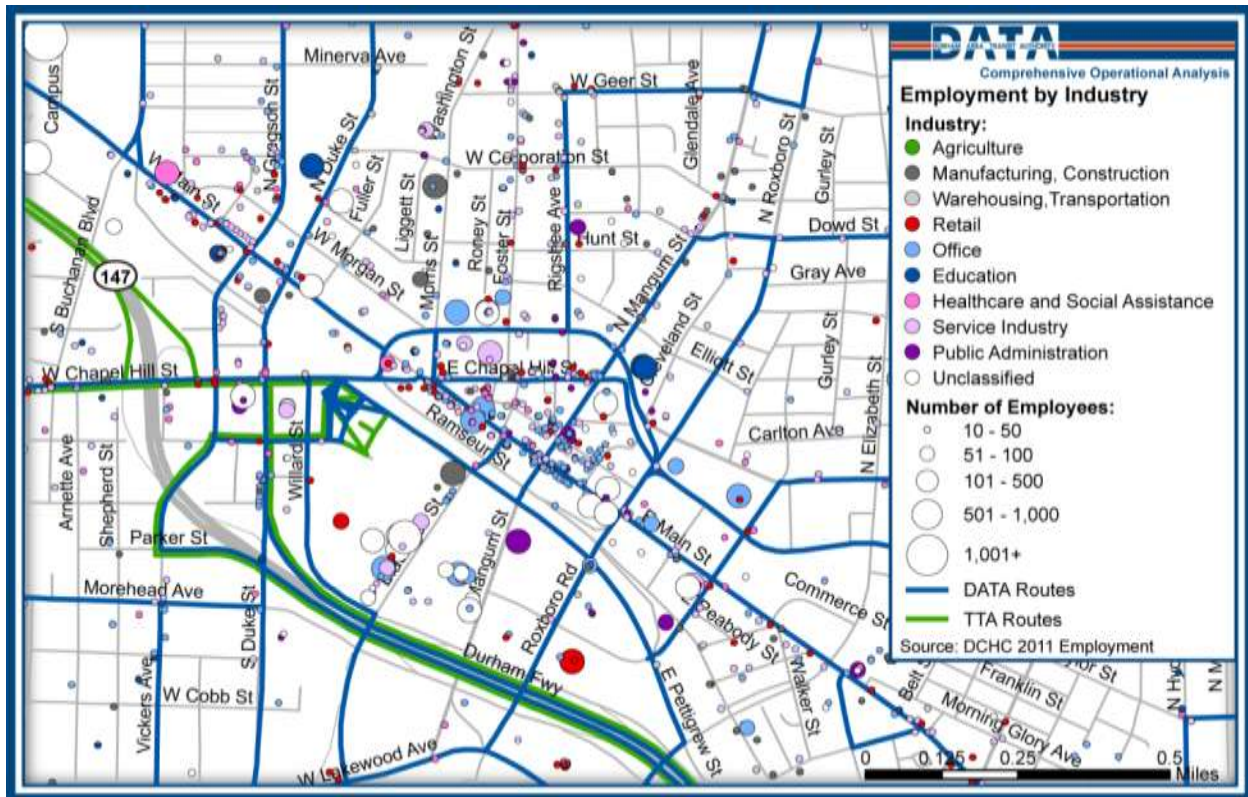




Figure 10: Downtown Durham - Employment by Industry



## Activity Centers

Activity centers are defined as places of concentrated activity, and typically include retail centers, education facilities, hospitals, recreation facilities and social services. Beyond home and work, activity centers are the next most common origins and destinations for transportation, and thus transit, trips.

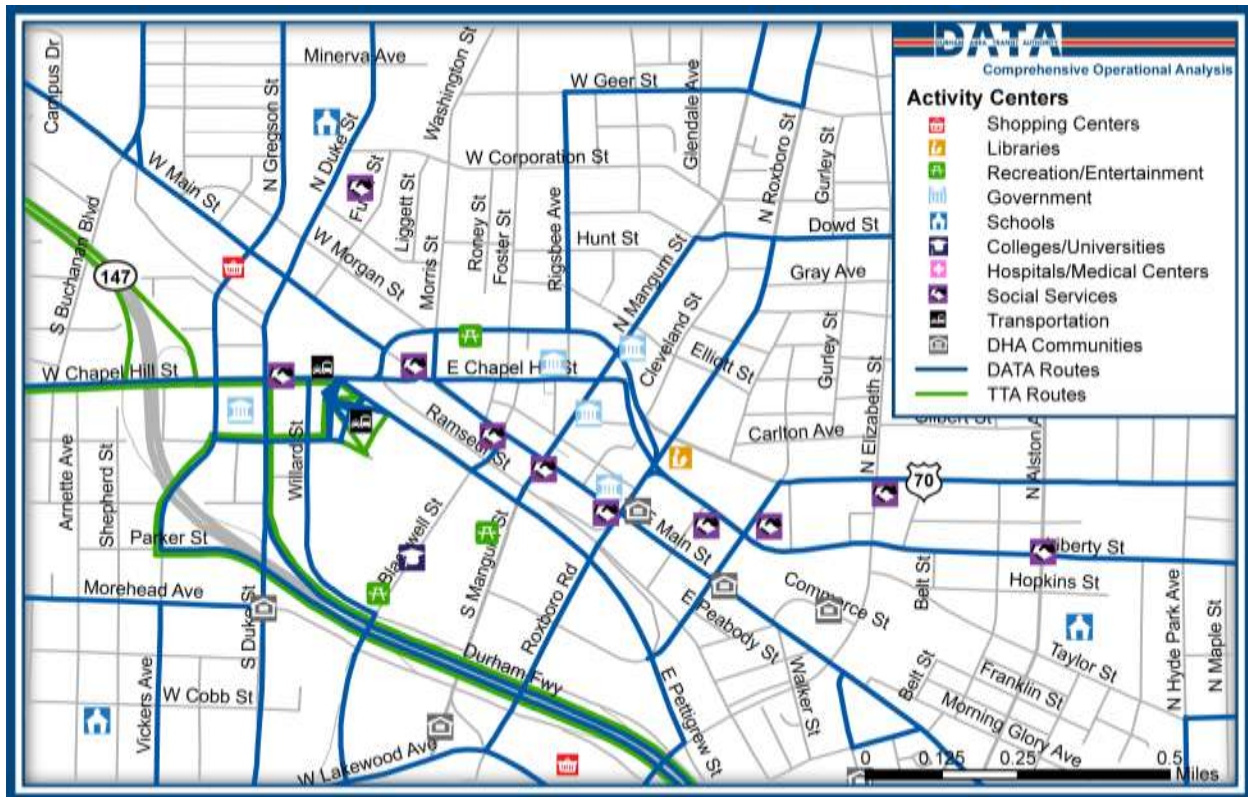
Figures 11 and 12 show many of Durham’s activity centers are clustered around downtown. In particular, downtown Durham is the location of most government, social service, and recreational activity centers in the city. Medical facilities are concentrated in two areas. The first area includes Duke North and South Hospitals, the VA Hospital and the Lenox Baker Children’s Hospital, which area all located in close proximity to each other and to Duke University. The second concentration of medical facilities is located to the north of downtown and includes Durham Regional Hospital and its nearby medical park offices. Retail activity centers are scattered throughout the city, and many are located near the city’s edges. There are a few clusters of retail and shopping destinations, particularly along Roxboro Rd. to the north, near Southpoint Mall and the I-40 corridor, and along Durham-Chapel Hill Blvd. to the southwest.

Durham Housing Authority (DHA) communities are also included on the activity centers map because these sites typically generate a higher number of transit users than other developments of similar size and density, and include many residents who are disabled or, for other reasons, are transit dependent. There are a number of DHA communities located directly to the east and south of downtown. Others are distributed throughout the city, but all are currently served by at least one DATA fixed route.





Figure 12: Downtown Durham – Activity Centers



### Median Household Income and Zero Vehicle Households

Certain demographic groups tend to use transit more frequently than the general population, including seniors, low income populations, households without private vehicles, and minorities. Geographic concentrations of members of these groups are mapped to indicate where concentrations of potential transit users live within the city of Durham.

Median household income and zero vehicle households are each used as indicators of propensity to use transit as a primary means of transportation. Figures 13 and 15 show median household income for Durham County and downtown Durham, and Figures 14 and 16 show the percentage of occupied households with no available vehicles. In Durham, the highest concentration of households with incomes below \$20,000 are concentrated near downtown, primarily to the south and east of downtown. This is also a relatively higher density residential area, with greater than two households per acre, and therefore likely contains a high number of transit dependent households. Other higher density areas with median household incomes below \$30,000 are located near Horton Rd. to the east of Duke St., near the intersection of Corwallis Rd. and Weaver St., and to the northwest of Duke’s Medical Campus.

Not surprisingly, many of the low household income areas correspond with areas showing a high percentage of zero vehicle households. These are areas that are likely to include a high percentage of transit users. However, there are also areas, such as near the intersection of Horton and Guess Rd., that have low household incomes but also a low percentage of zero vehicle households. This indicates areas where residents are spending a large percentage of their income in order to own and maintain a vehicle. Such areas represent an opportunity to the transit system, as those who are maintaining a vehicle under financial strain are apt to use transit service if it can be modified to better meet their travel needs, or if they are provided with more information about how to use the system.



Figure 13: Durham County - Median Household Income

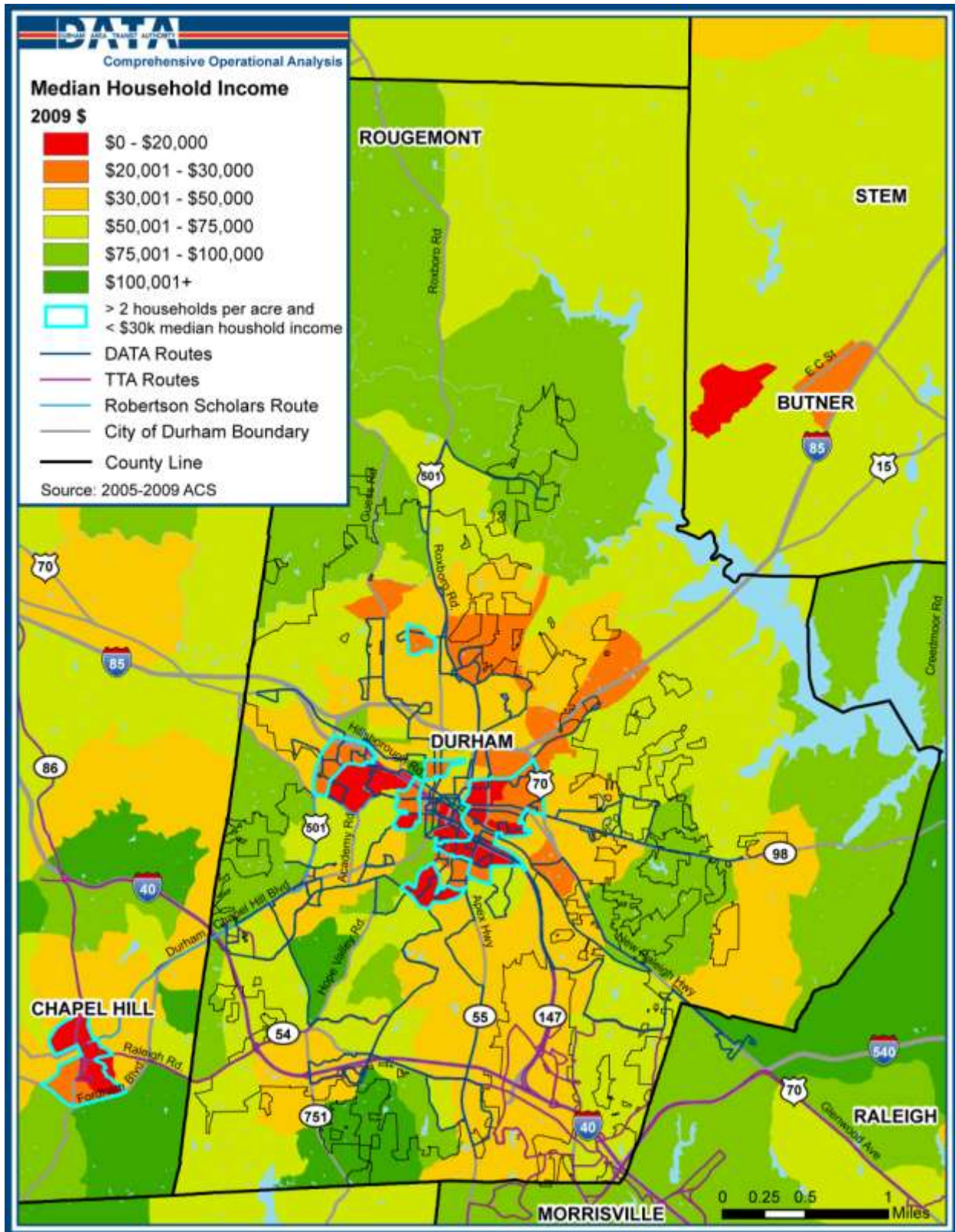






Figure 15: Downtown Durham - Median Household Income

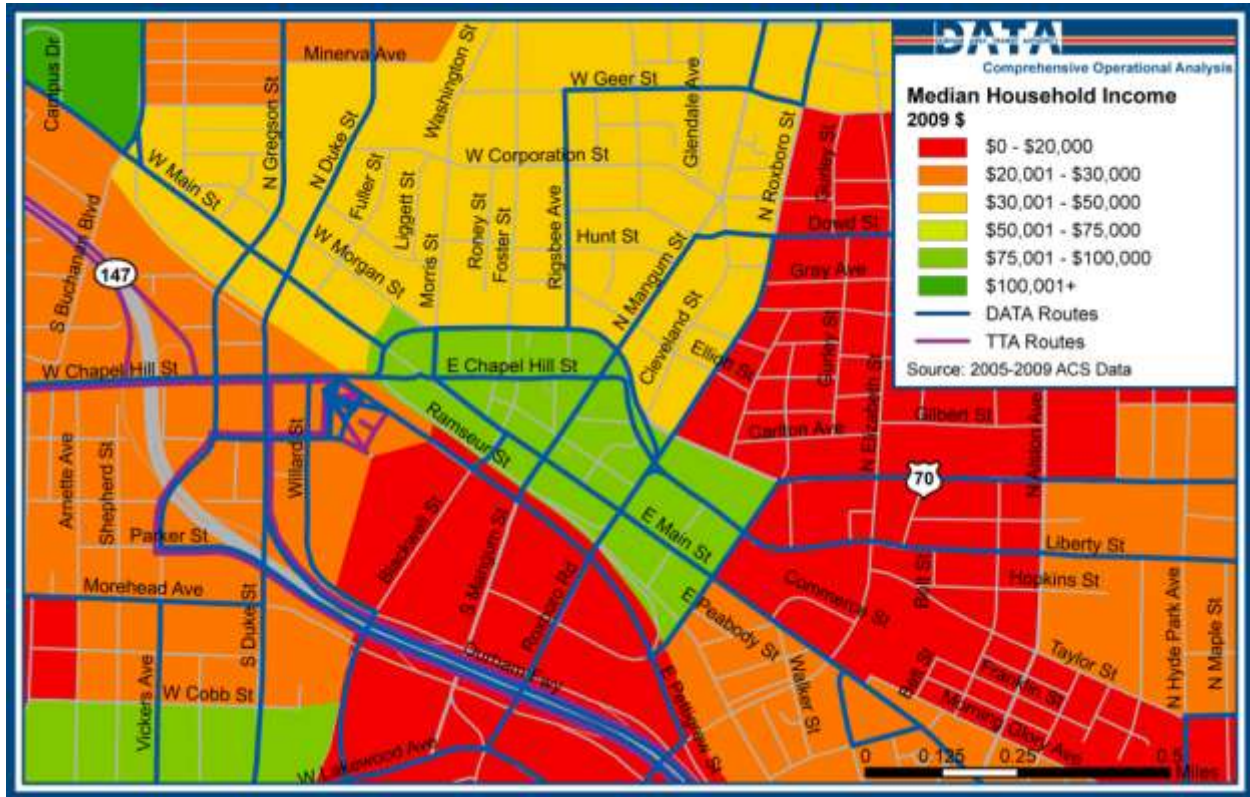
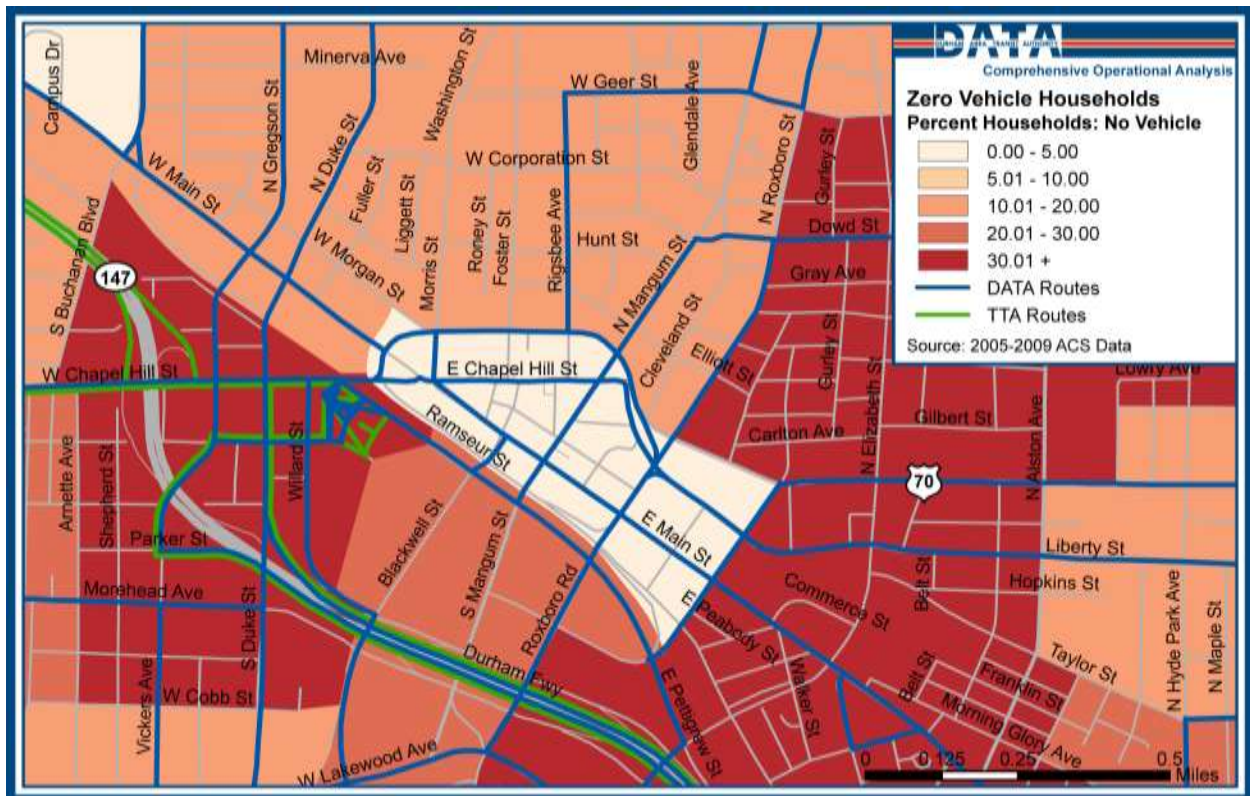


Figure 16: Downtown Durham - Median Household Income



## Minority Population

Minority populations are more likely to use public transportation than the white population, even when the incomes, neighborhood population densities and other factors that might separate the white and minority populations are held constant. Percent minority population is mapped in Figures 17 and 18 to show where the existing and potential minority transit market lives within Durham County and downtown Durham.

The areas outlined in yellow in Figure 18 show areas where there is both a high percentage of minorities and a high level of residential density, indicating the where there are large concentrations of minority households. The largest of these areas are located directly to the east and south of downtown, as well as along the University Dr. corridor in the southwestern part of the city. Smaller areas with high concentrations of minority populations are located south of Horton Rd. between Hillandale Rd. and Duke St., to the north of Holloway St. between Junction Dr. and Chandler Dr., to the northwest of Duke’s Medical Campus, and in the area bounded by Cook Rd., MLK Jr. Blvd. and Fayetteville Rd..

**Figure 17: Downtown Durham – Minority Population**

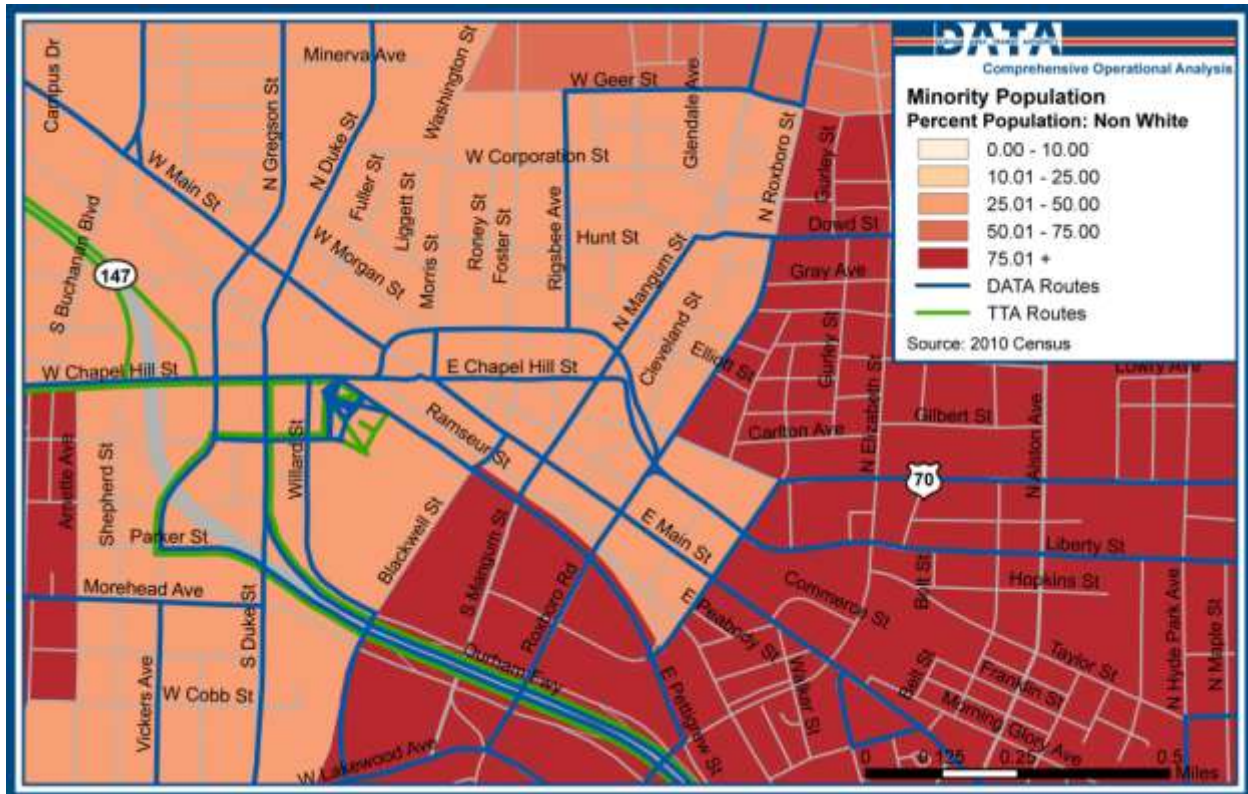
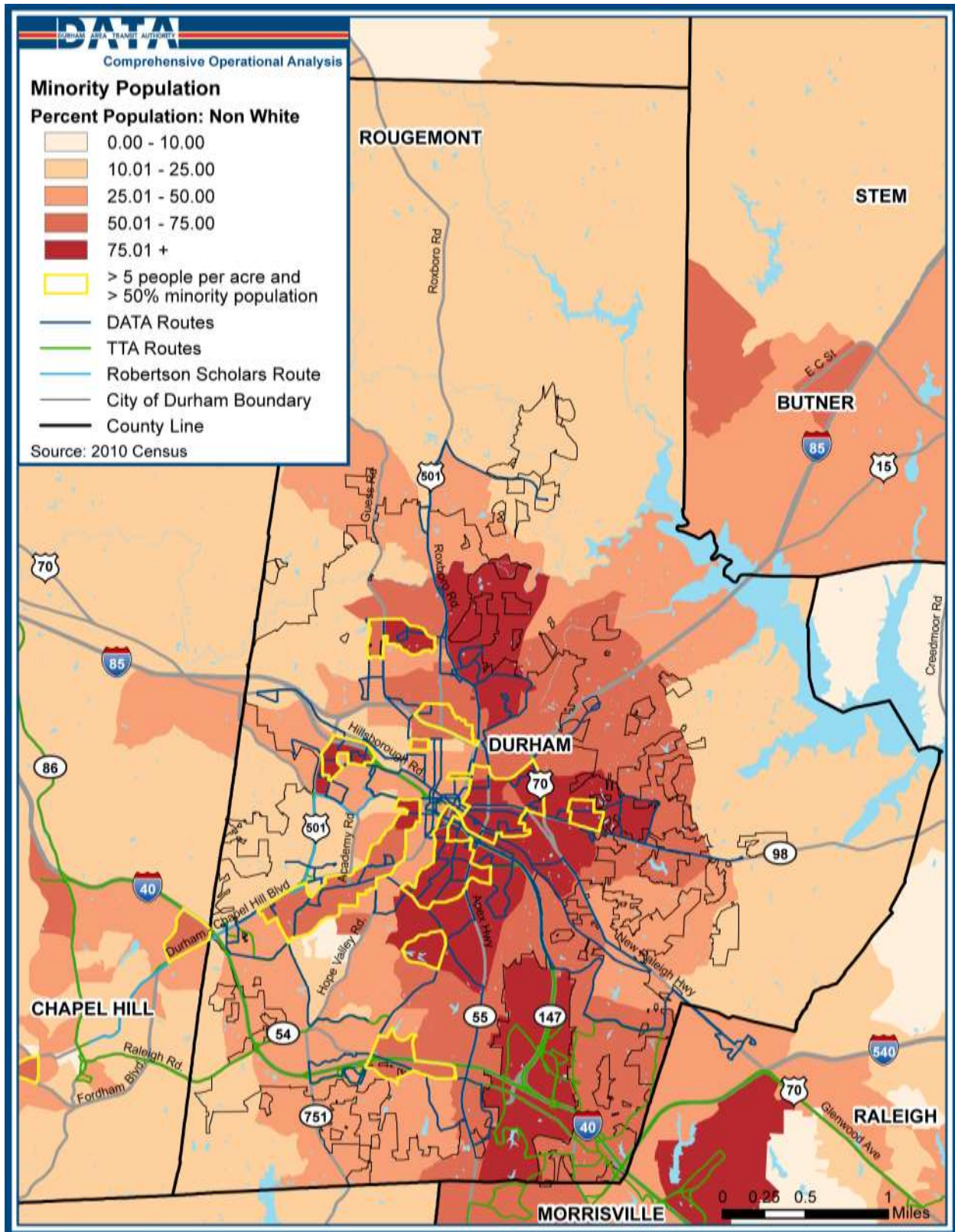




Figure 18: Durham County - Minority Population



## Senior Population

The senior population is another potential market for transit use. Many seniors live on fixed incomes which can reduce their ability or desire to own and operate a private vehicle. In addition, aging can reduce eyesight and slow reactions, which can make some seniors reluctant to drive even if they have the means. As a result, seniors use public transportation in proportionally larger numbers than the population at large.

Figures 19 and 20 indicate that seniors make up a small percentage of residents in the city of Durham, 8.9% as compared with 12.8% in the state of North Carolina. However, there are a few areas with a high concentration of seniors, and most are located in areas removed from downtown Durham. The areas outlined in yellow in Figure 20 have relatively higher concentrations of seniors (greater than 20% of the population) and higher residential densities. The scarcity of these areas is an indication that many seniors in Durham are either “aging in place” in their existing communities or residing in low density areas that are difficult to serve with transit.

**Figure 19: Downtown Durham – Senior Population**

