

Link Transit Five-Year Transit Development Plan and Transit Facility Study

February 5, 2024



AGENDA

1. Project Background
2. Community Outreach
3. Existing Conditions
4. Next Steps



BACKGROUND

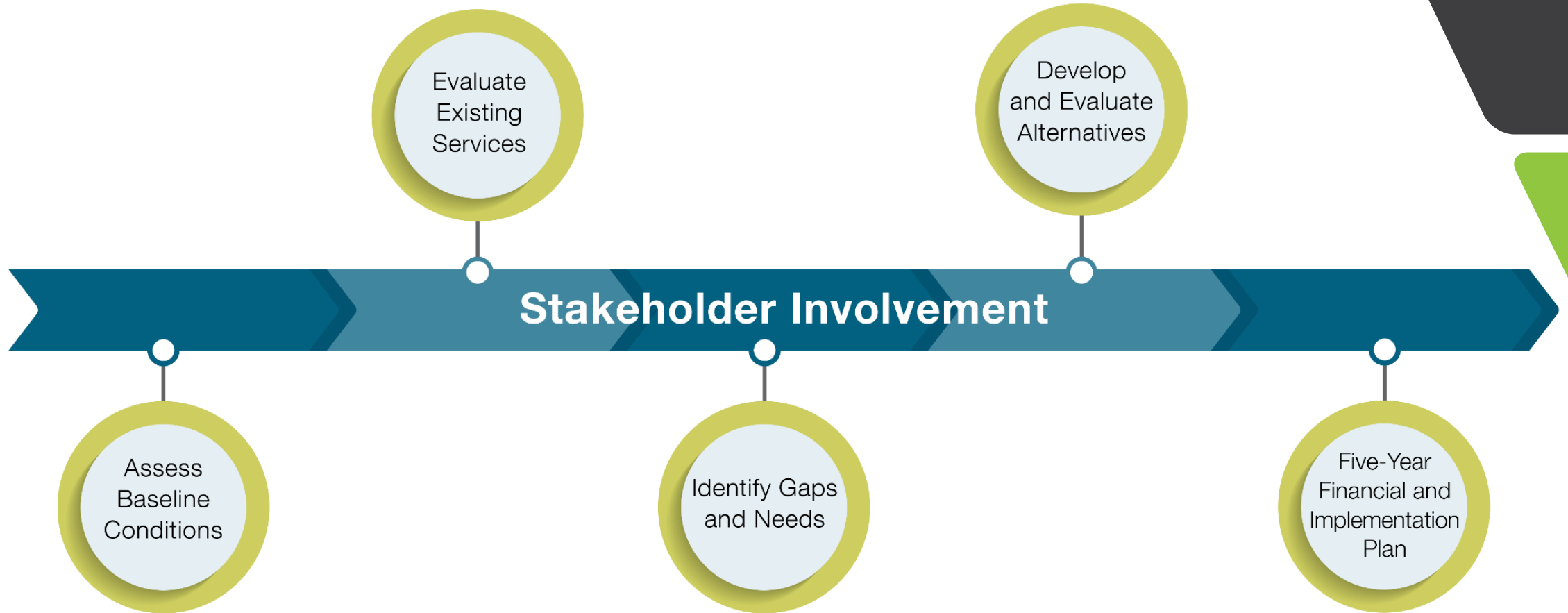
Transit
Development Plan
(TDP)



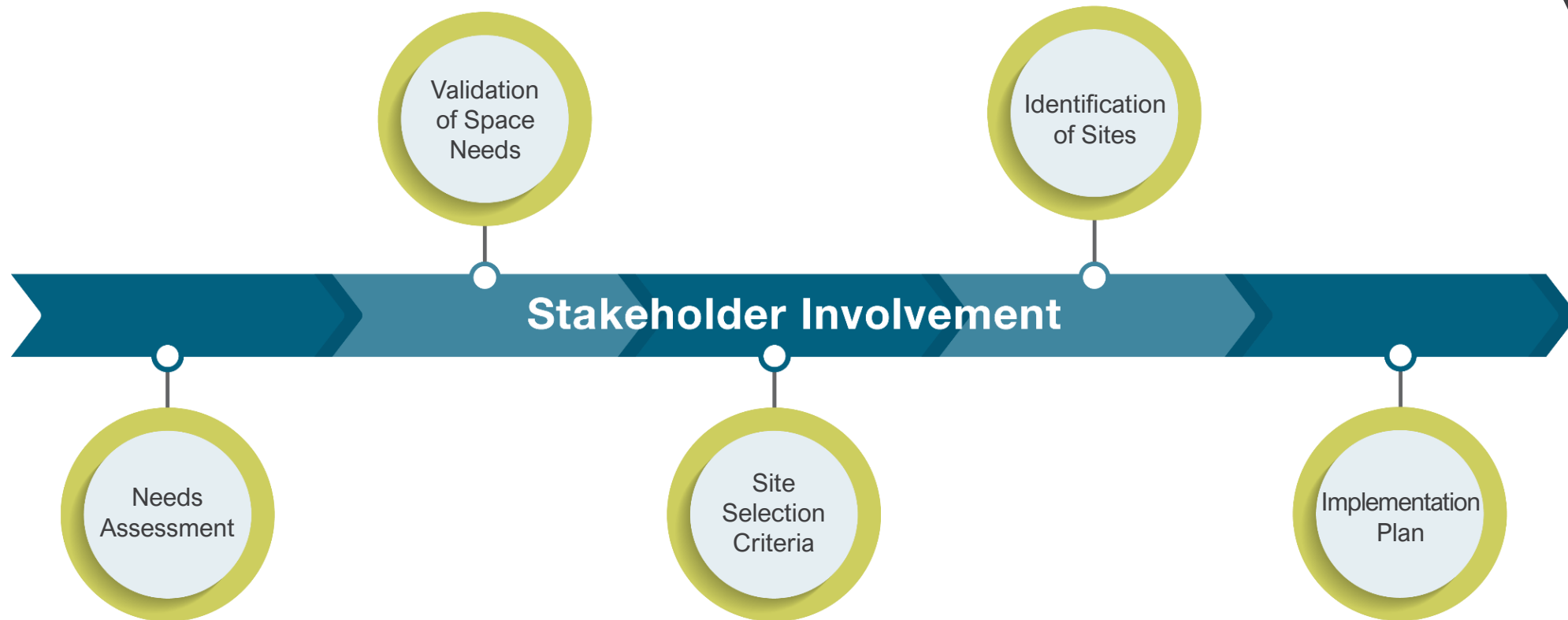
Transit Facility
Study



DEVELOPMENT PLAN OVERVIEW



FACILITY STUDY OVERVIEW



PROJECT PROCESS



System Evaluation

- Service data
- Vision and goals
- Future transit demand
- **Community outreach**

Spring 2024

Plan Development

- Service plan
- Financial plan
- Marketing plan
- Transit hub and operations facility
- **Community outreach**

Summer 2024

Final Plan

- Cost estimates
- Action plan
- Title VI analysis

Fall 2024

City Council Adoption and Endorsement

- Transit Development Plan
- Transit Facility Study
- **Community outreach**

PHASE 1 COMMUNITY ENGAGEMENT

01

- Opportunities and Priorities
(October 2023 – March 2024)

Purpose

- Raising awareness about the plan
- Focuses on outreach that
 - informs the development of the **vision**
 - begins **identifying needs** for transit

PHASE 2 COMMUNITY ENGAGEMENT

02

- Feedback on Draft Recommendations
(May – June 2024)

Purpose

- Confirm service priorities with the public and stakeholders
- Gather feedback on potential service recommendations and any tradeoffs
- Strategic engagement with key stakeholders on facility sites

PHASE 1 ENGAGEMENT OVERVIEW



Stakeholder Focus Groups

19 attendees
Dec. 1, 2023 &
Dec. 7, 2023



Operator Survey

Nov. 17, 2023 –
Jan. 19, 2024



Pop-Up Events *ACC & Transfer Hubs*

30+ attendees
Jan. 16, 2024



Transit Rider Committee

3 interested
In Progress



Online Survey

60 participants
Nov. 17, 2023 –
Jan. 19, 2024



100+
participants

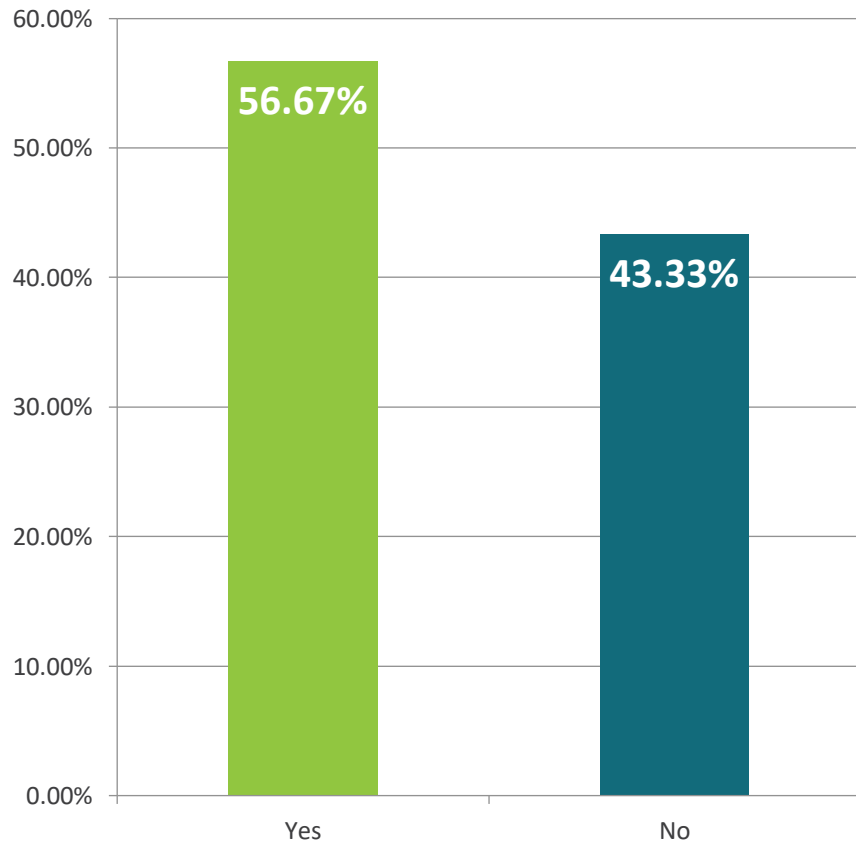


Website, Email & Social Media
Blasts
Throughout

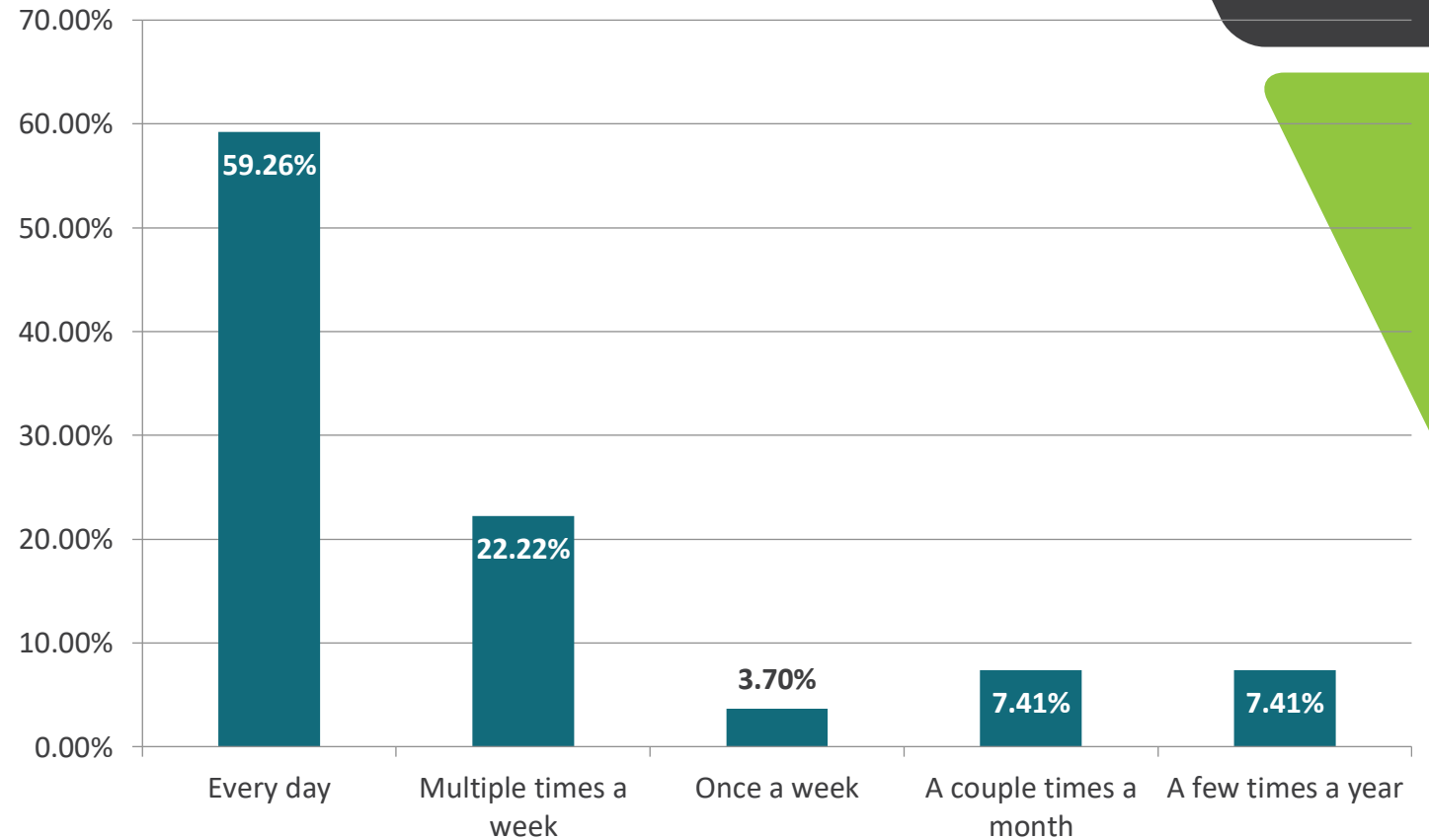
KEY SURVEY RESULTS

Most survey respondents were current transit users.

Do you use Link Transit?



How often do you use Link Transit?



KEY SURVEY RESULTS

Survey respondents were asked to share their priorities for service improvements.

What would get you to use Link Transit or use it more frequently?

Top Results:

- 1: 30-minute frequency or higher
- 2: Later service during weekday
- 3: More direct bus service to my destination
- 4: Later service overall
- 5: New/improved stop amenities (benches, shelters, etc.)
- 6: If the service was more reliable (on time)

What would improve the experience at the Transfer Hub?

Top Results:

- 1: More benches
- 2: More shelters
- 3: Cell phone charging stations
- 4: Vending machines
- 5: More maps or directional signage
- 6: Public restrooms and WIFI access

SURVEY DEMOGRAPHICS



Of all respondents who answered:

92% live in Burlington
Zip-Codes 27215 &
27217

8% live in Graham ZIP Code
27253



Of all respondents said their race:

44% Black/African American

40% White

And **4%** Hispanic or Latino



Of all respondent households who answered:

13% make over \$45,000 a year

Vs **44%** making less than \$45,000 a year

And **44%** prefer not to say



53% of respondents have **no access** to a vehicle

25% of respondents identify as **disabled or chronically ill**

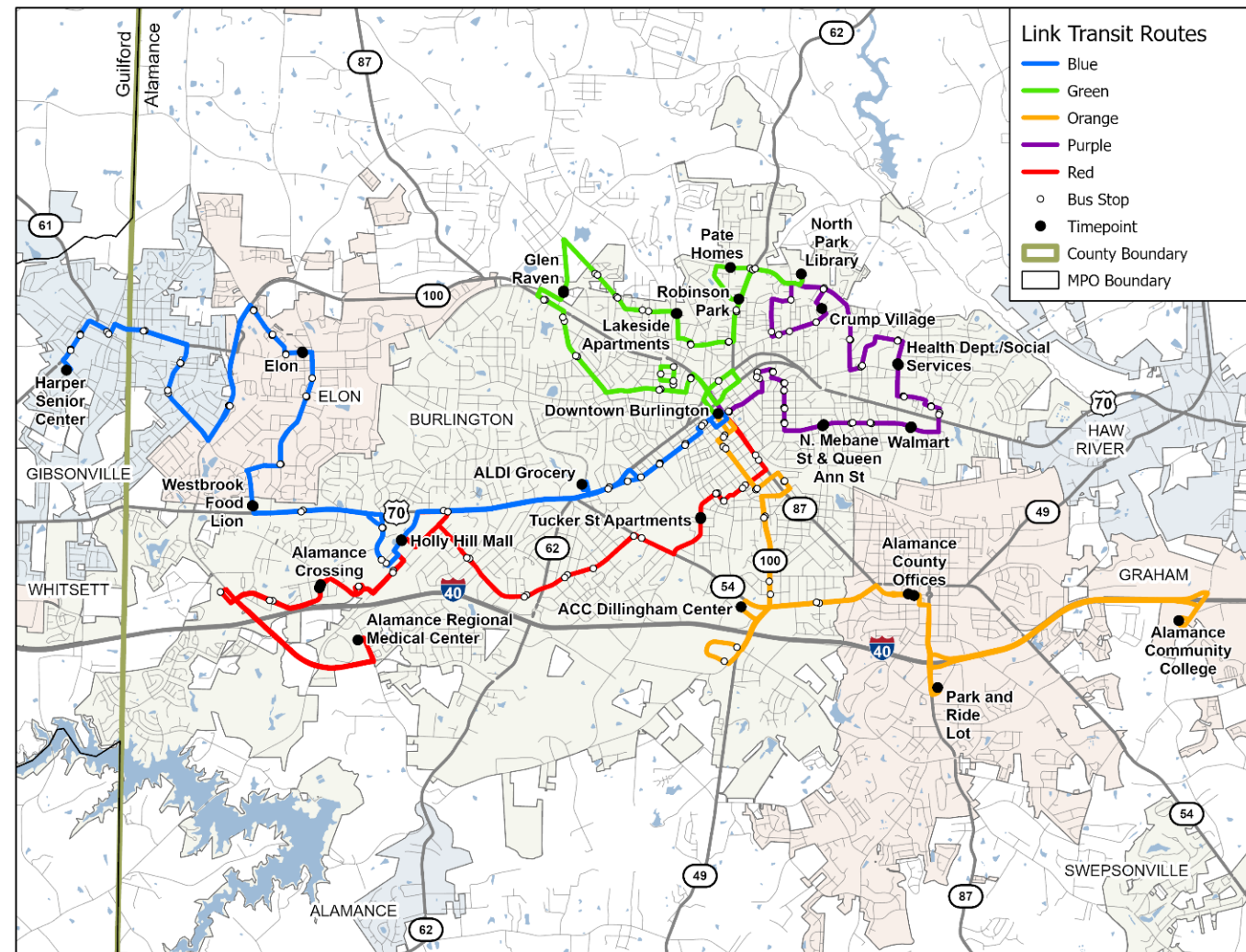
No respondents were **65 or older** and **14%** were **younger than 24**

*Less than half of respondents answered the demographic questions (**about 30%**)*

EXISTING CONDITIONS / SERVICE

System Overview

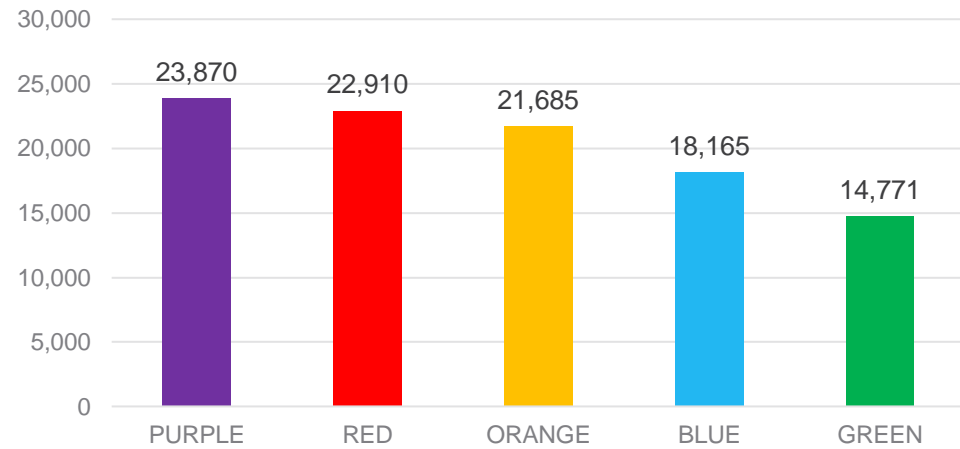
- Five fixed-routes and paratransit service
 - **Monday-Friday** | 5:30 a.m. to 9:30 p.m.
 - **Saturdays** | 9:30 a.m. to 6:30 p.m.
- Serves Burlington, Elon, Gibsonville, Alamance Community College, and destinations in between
- Connects to PART Route 4 and the Elon Express



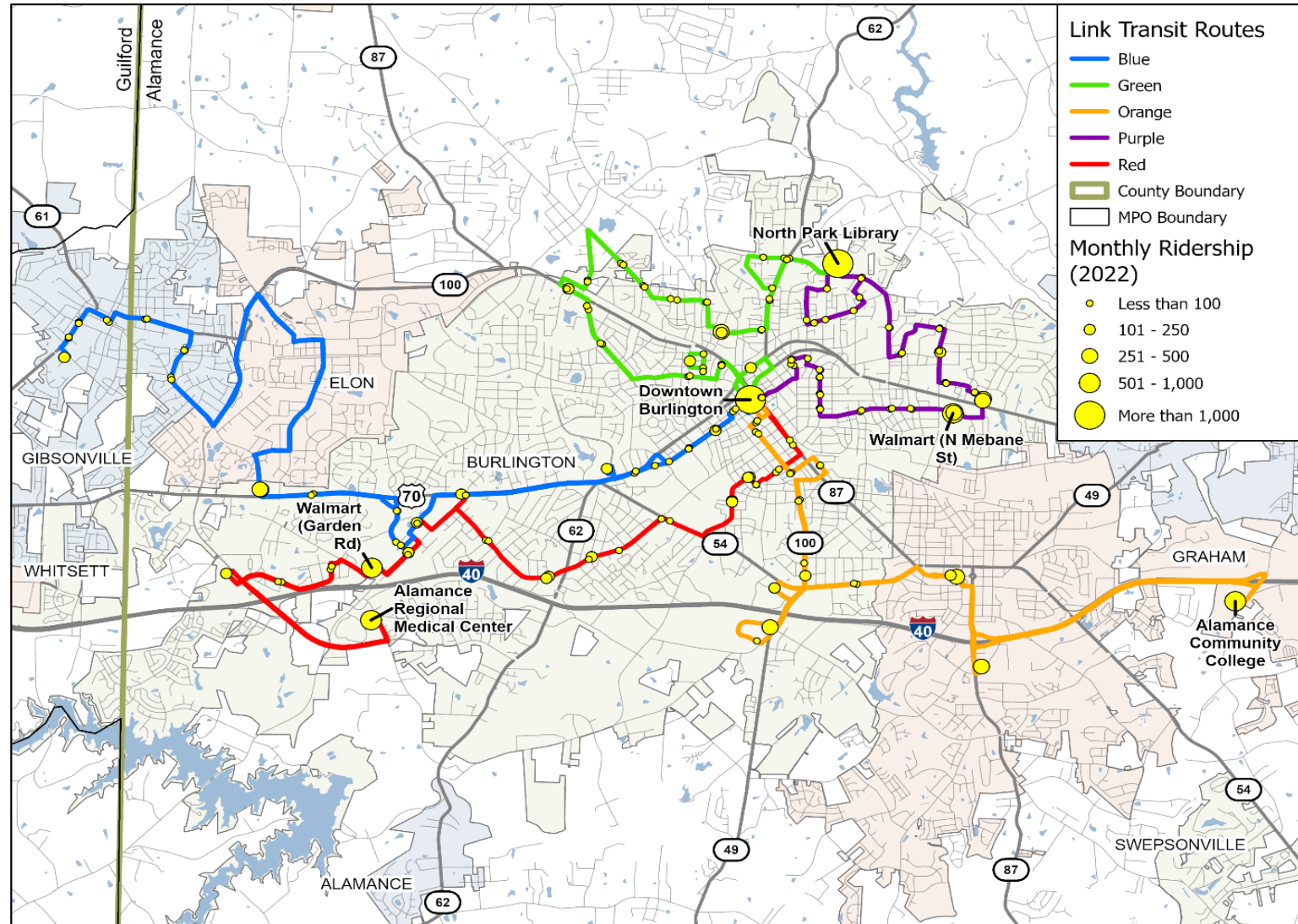
EXISTING CONDITIONS / RIDERSHIP

System Overview

Passenger Trips by Route (FY 2022)



- Purple, Red, and Orange had the highest ridership in FY 2022



TREND ANALYSIS

Passenger Trips: fixed route ridership has consistently increased since start up (ridership in 2017 = 85,807 / in 2023 = 164,787)

Revenue Hours: revenue hours have increased approximately 40% due to weekday and weekend service expansion

Operating Expenses: have increased incrementally due to service expansion, fuel expense and contract cost

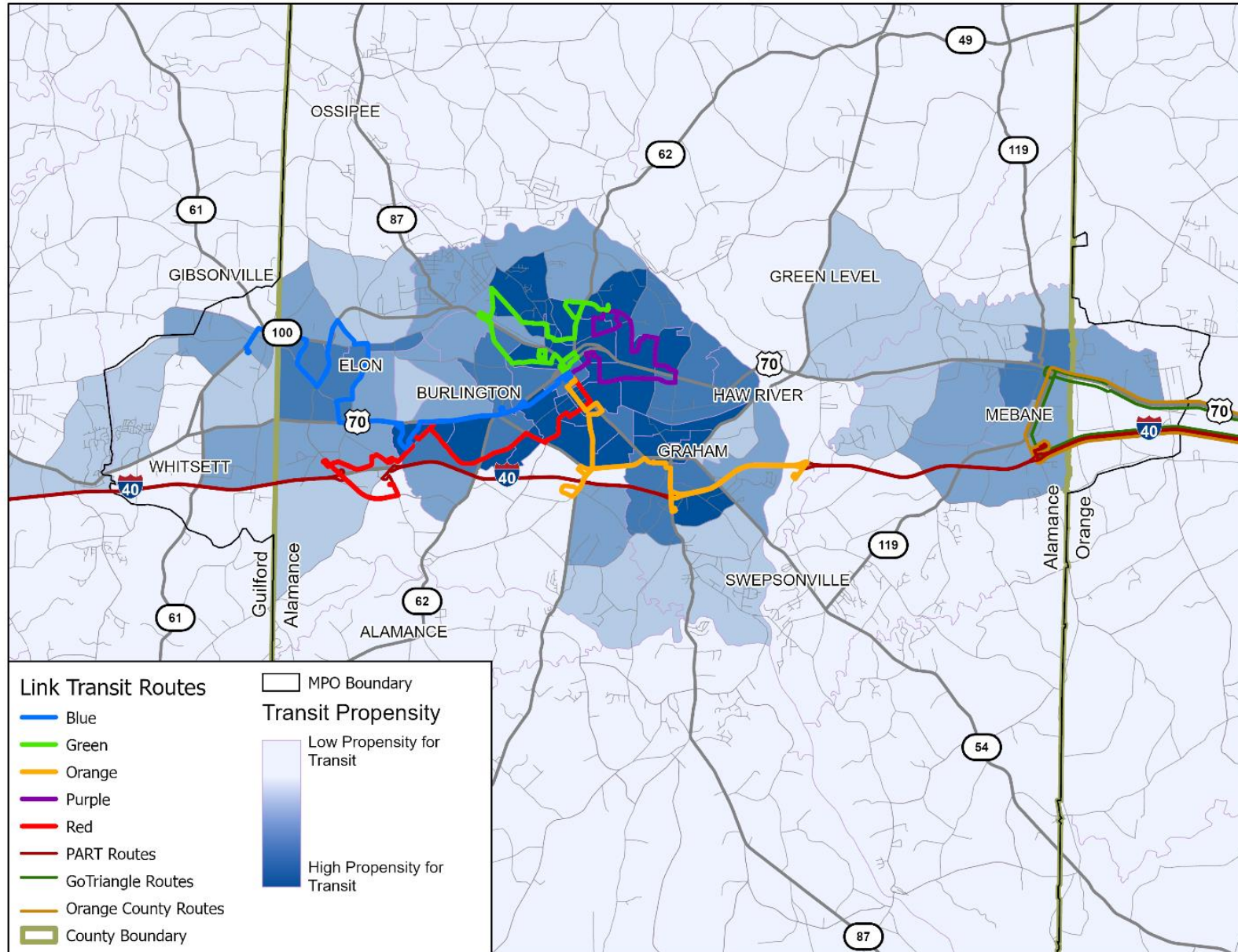
TRANSIT PROPENSITY

Inputs

- Population Density
- Racial and ethnic minorities
- People 65 Years and Older
- Households Living in Poverty
- Disability
- Zero-Vehicle Households

Outcomes

- High Transit Propensity in areas close to the **downtown cores of Graham and Burlington**, along the **US 70 corridor** and **Northwest of Burlington**
- Most high transit propensity areas are currently served **except for a gap to the north of the center of Graham**



NEXT STEPS

- Develop Draft Service Recommendations
- Determine Facility Programming and Space Needs
- Develop Facility Site Selection Criteria



FACILITY STUDY

Transit Hub and Operations & Maintenance Facility

Goals

- Maximize Service Efficiency
- Increase convenience and customer service
- Provide desired amenities
- Explore opportunities for strategic partnerships (co-location, cost sharing, grant coordination, etc.)

What's Involved

- Facility Programming/Space Needs
- Site Search
- Site Evaluation and Selection
- Site Concept Development



Rendering for future Coast RTA Transfer Facility in Myrtle Beach, SC



Current GoRaleigh O&M Facility in Raleigh, NC



Rendering for future Coast RTA O&M Facility in Myrtle Beach, SC

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THANK YOU!

February 5, 2024



Kimley»Horn