

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

## *Phase 1 Public Survey Results*

January 24, 2024



# SURVEY OVERVIEW

As a part of the Five-Year Transit Development Plan and Transit Facility Study, the following online survey was **distributed to stakeholders and community members** in Link Transit's service area.

The survey contains **24 questions** related to **transit service, facilities, and demographics.**



60

*participants*



Nov 17, 2023-  
Jan 19, 2024

*Survey Period*



1. Do you use Link Transit?

- Yes
- No

The following questions are only for those who answered **Yes** to question 1:

2. Which route(s) do you use? **Select all that apply.**

- Red
- Orange
- Blue
- Green
- Purple

3. How often do you use Link Transit?

- Every day
- Multiple times a week
- Once a week
- A couple times a month
- A few times a year

4. How do you usually get to the bus stop?

- Walking
- Biking
- I use Link Paratransit and get picked up
- I get dropped off
- Other \_\_\_\_\_

5. Why do you use Link Transit?

- To save money
- To save or better utilize time
- Less stressful than driving
- I don't have a car
- I have a disability that limits my ability to drive
- Other \_\_\_\_\_

6. Where does Link Transit take you? **Select all that apply.**

- Work
- School
- Shopping (food and retail)
- Appointments
- Social Purposes
- Church or Place Worship
- Other \_\_\_\_\_

7. Would you be interested in participating in a Transit Rider Committee to provide your feedback on how to improve the Link Transit system? This would involve participating in 1 virtual or in-person small-group meeting to occur between January 2024 - August 2024.

- Yes
- No

8. Please provide an email address where we can contact you about the Transit Rider Committee.

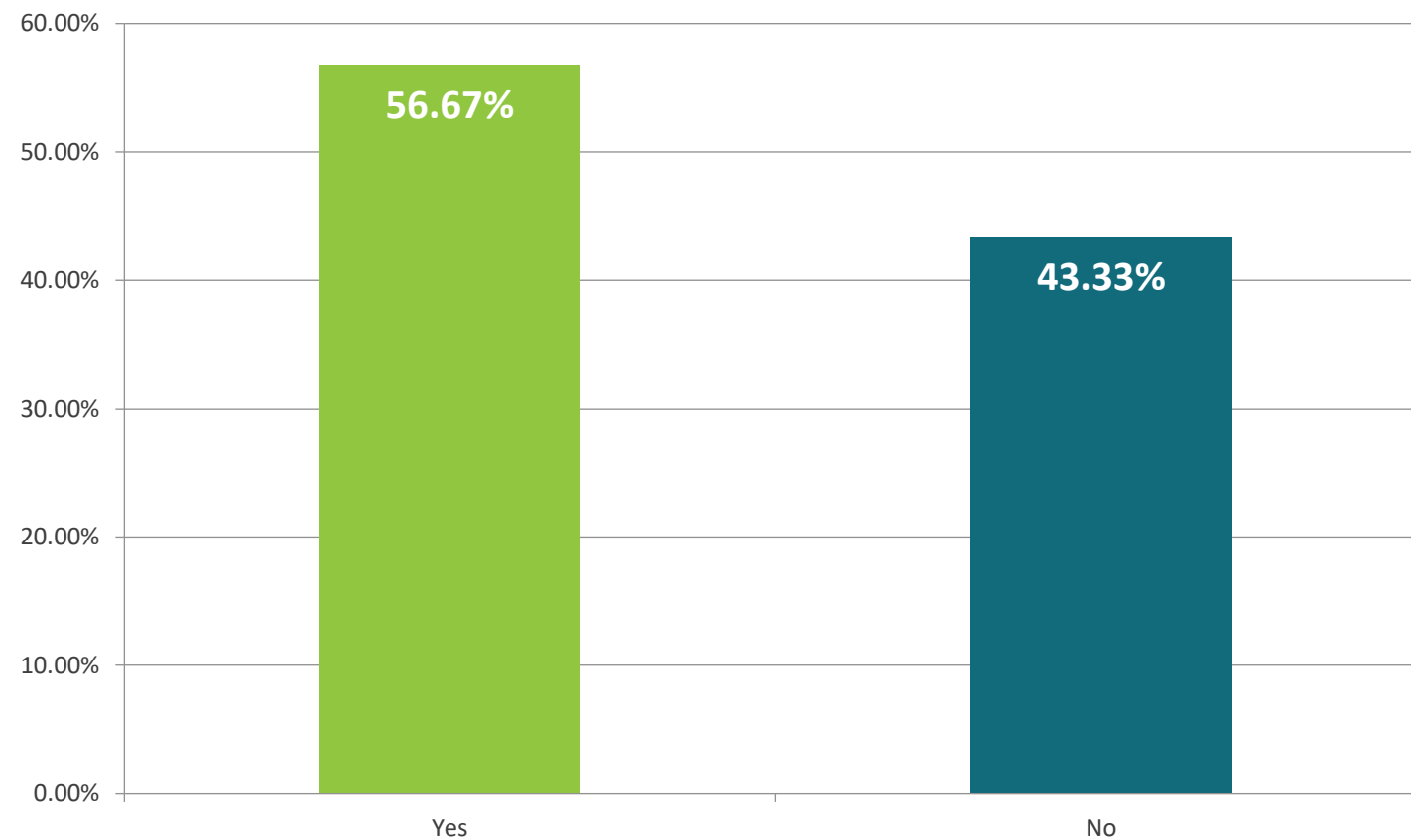
9. What would get you to use Link Transit or use it more frequently? **Select all that apply.**

- More frequent service on existing routes
- Extended service hours (earlier or later in the day during the week)
- Extended service hours (earlier or later in the day during weekends)
- More direct bus service to my destination
- If the service was more reliable
- New or better stop or station amenities (benches, shelters, etc.)
- It's great the way it is
- Nothing would get me to use the service
- Other \_\_\_\_\_

10. Where does Link Transit currently **not** go that you would like it to go? Please provide an address or destination name:

# SURVEY QUESTION 1

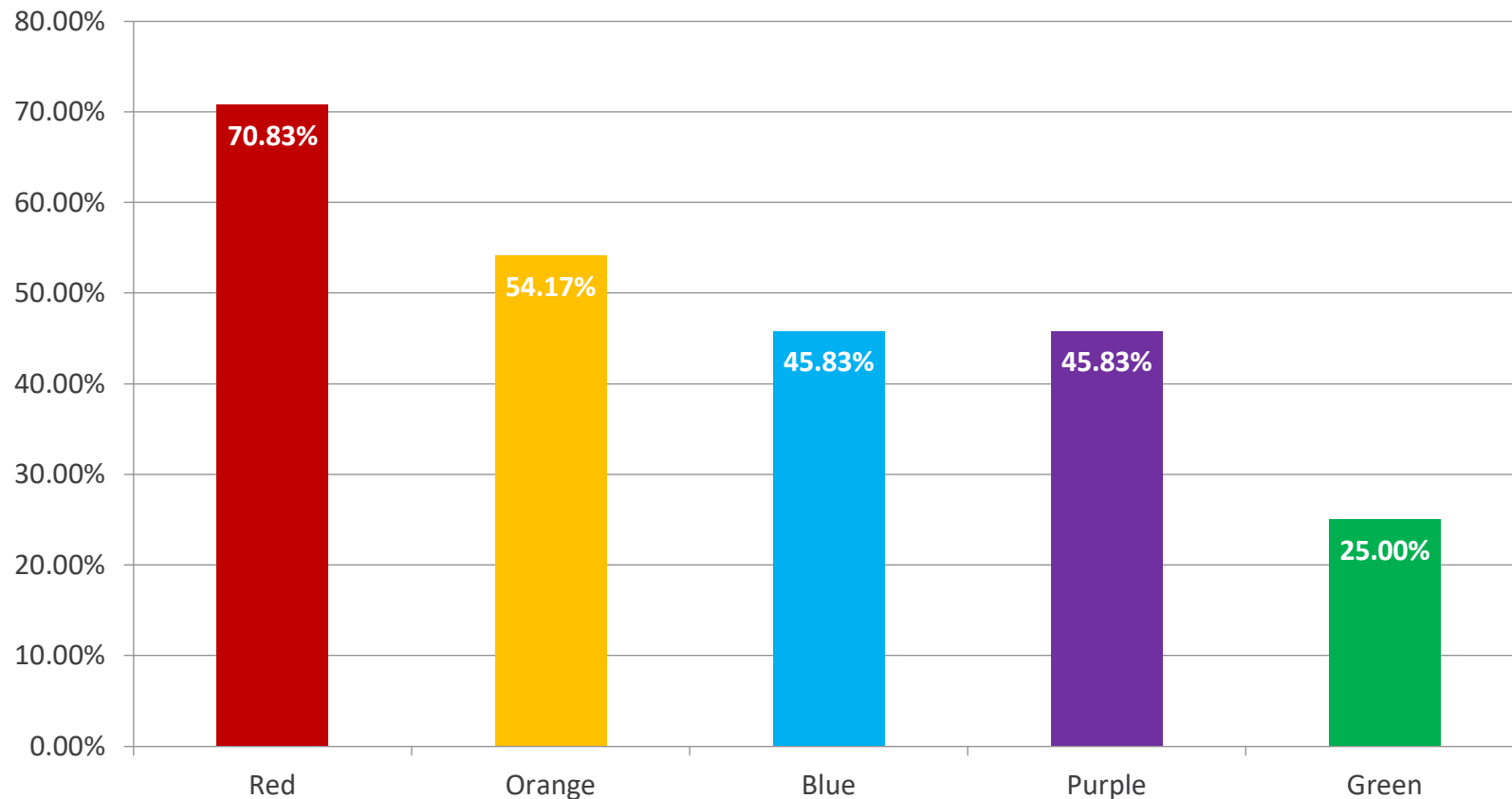
Do you use Link Transit?



Survey respondents who answered **yes** were prompted to answer the next 15 questions about Link Transit services and facilities.

# SURVEY QUESTION 2

Which route(s) do you use?

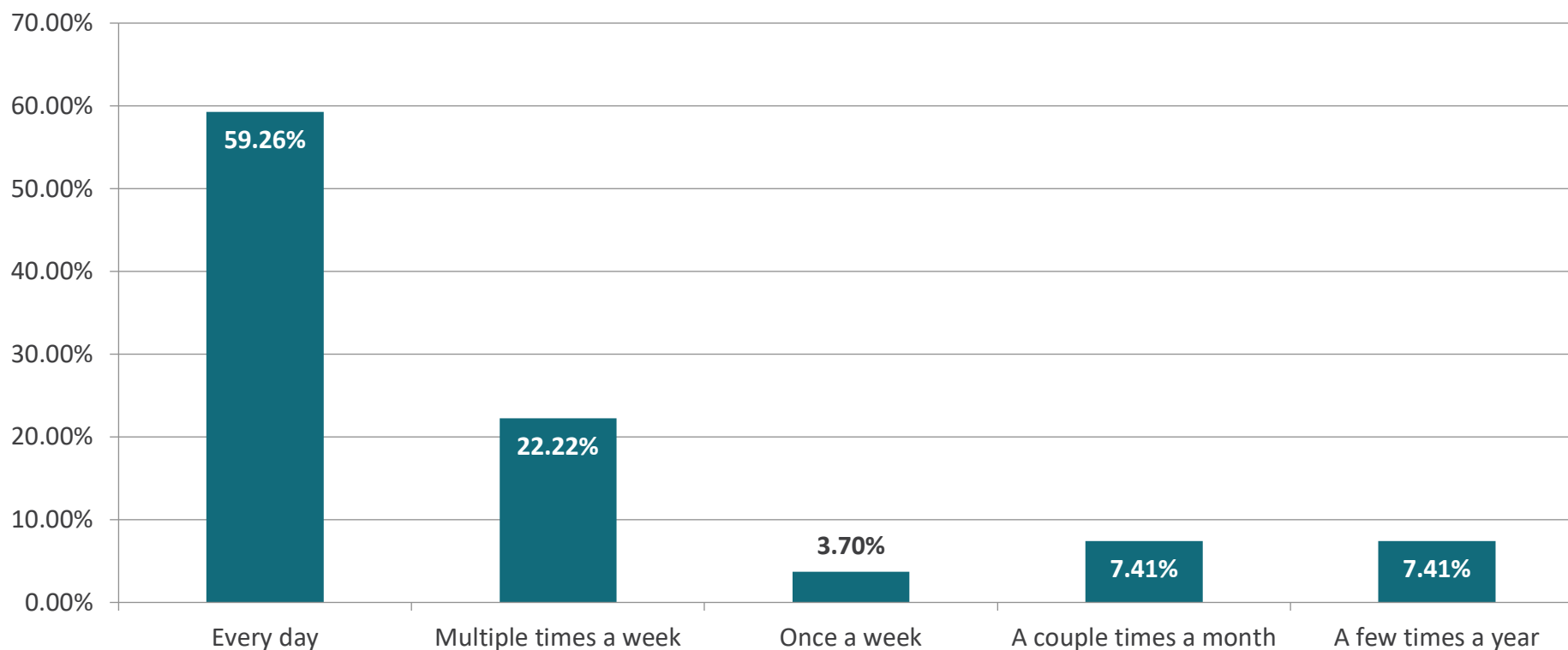


Ridership is fairly evenly distributed with some exception in the red and green routes.

# SURVEY QUESTION 3

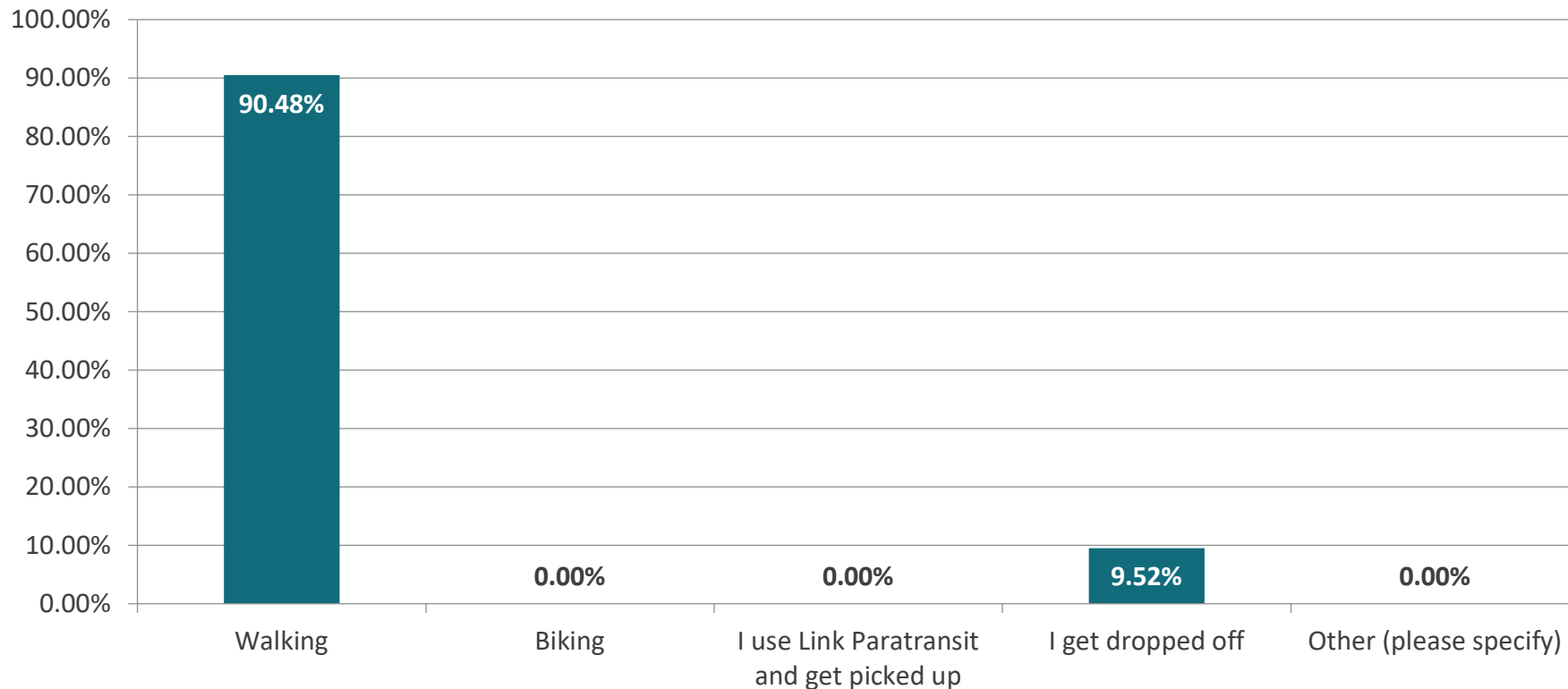
How often do you use Link Transit?

Of the respondents who indicated they used Link Transit, most ride very frequently.



# SURVEY QUESTION 4

How do you usually get to the bus stop?

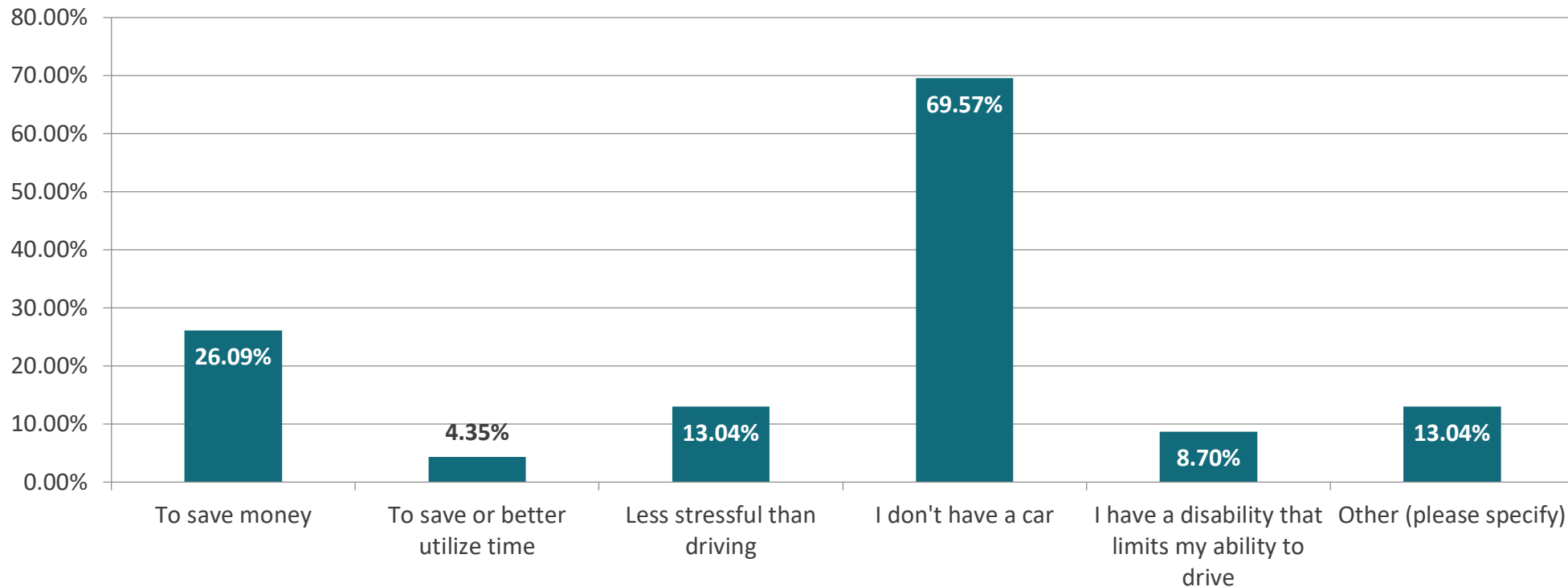


Of the respondents who indicated they used Link Transit, most access the bus stop via walking.

# SURVEY QUESTION 5

## Why do you use Link Transit?

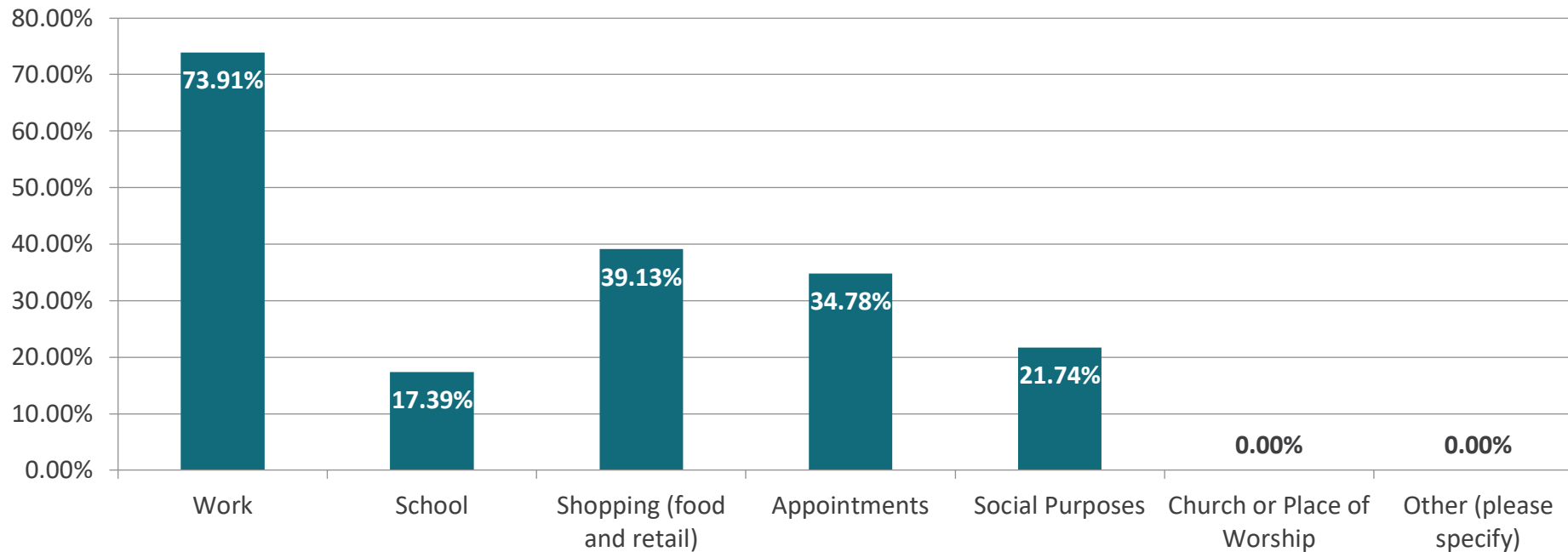
Most respondents use the Link Transit because they do not have access to a car.



# SURVEY QUESTION 6

The dominant reason respondents use Link Transit is to get to work

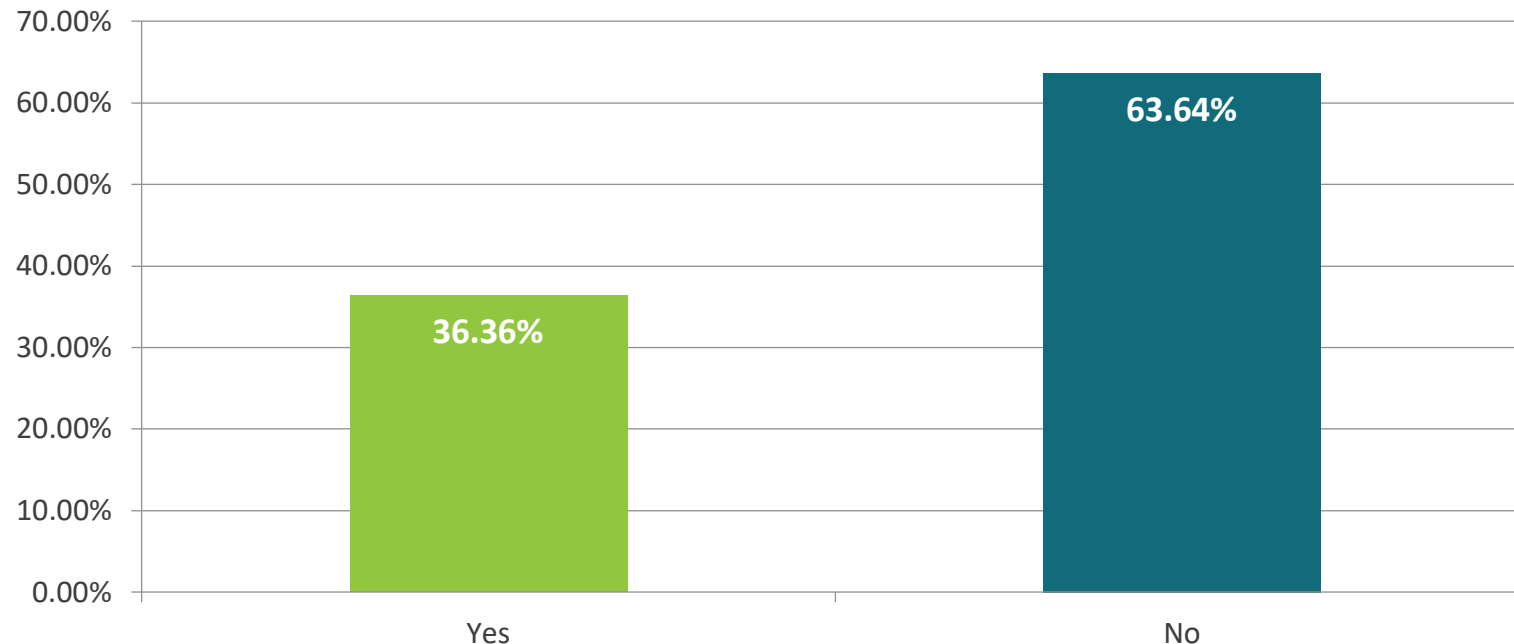
Where does Link Transit take you? Select all that apply





# SURVEY QUESTION 7 & 8

Would you be interested in participating in a Transit Rider Committee to provide your feedback on how to improve the Link Transit system?



8 respondents were interested in participating.

# SURVEY QUESTION 9

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

- 1: More frequent service on existing routes (30-minute frequency or higher)
- 2: Extend service hours (during week)
- 3: More direct bus service to my destination
- 4: Extend service hours (during weekend)
- 5: New or better stop or amenities (benches, shelters, etc.)
- 6: If the service was more reliable (on time)

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

# SURVEY QUESTION 10

Where does Link Transit currently not go that you would like it to go?



*Portions are currently served by Link Transit*



*Location not served by Link Transit*



In Burlington at the CVS on South Church St



In Burlington along Apple St



More stops along existing routes



Graham



Elon



2140 Waterside Circle, Graham NC



Gibsonville to Alamance Community College (ACC)



Apartments along I-40 near ACC



Mebane

# SURVEY QUESTION 11

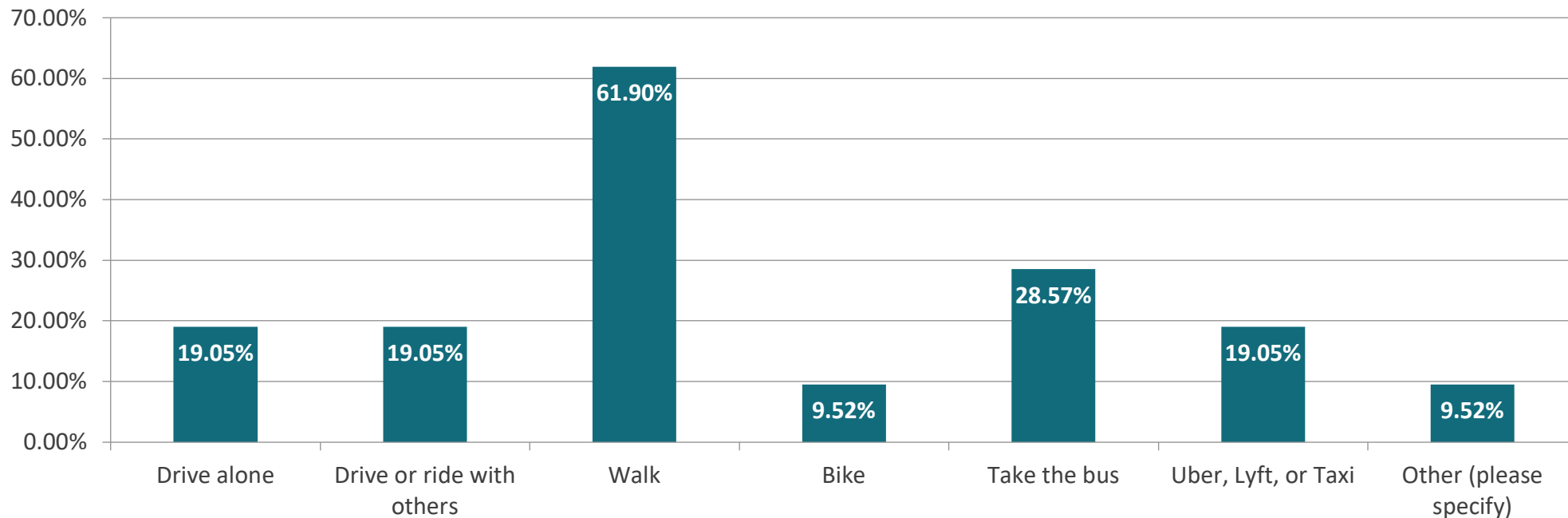
Is there anything else you would like to say about Link Transit? Common feedback:

- Higher frequency
- More stops
- Improve reliability (especially during night hours)
- Extend service hours
- Eliminate fee. Go back to free service
- Improve transit shelters
- Improve safety accessing bus stops
- Improve service to Alamance Community College

# SURVEY QUESTION 12

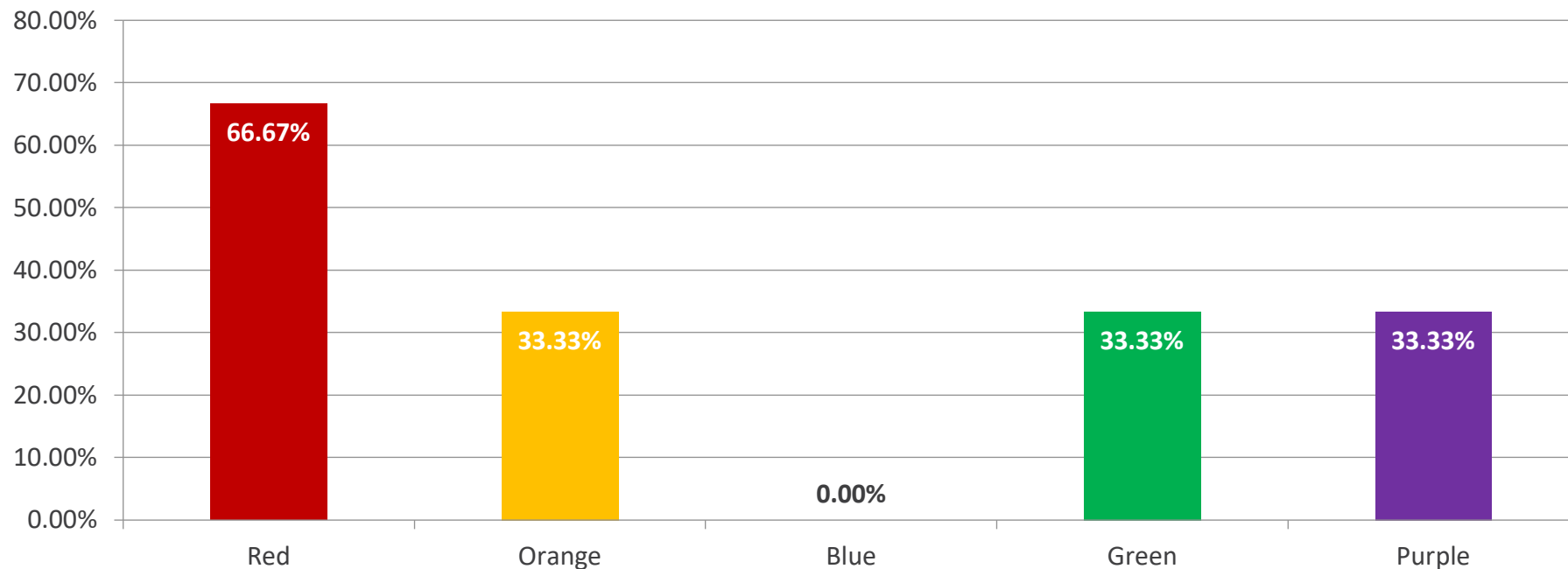
Most respondents access the Link Transit Transfer Hub via walking.

How do you travel to or from the Link Transit Transfer Hub?  
Select all that apply



# SURVEY QUESTION 13

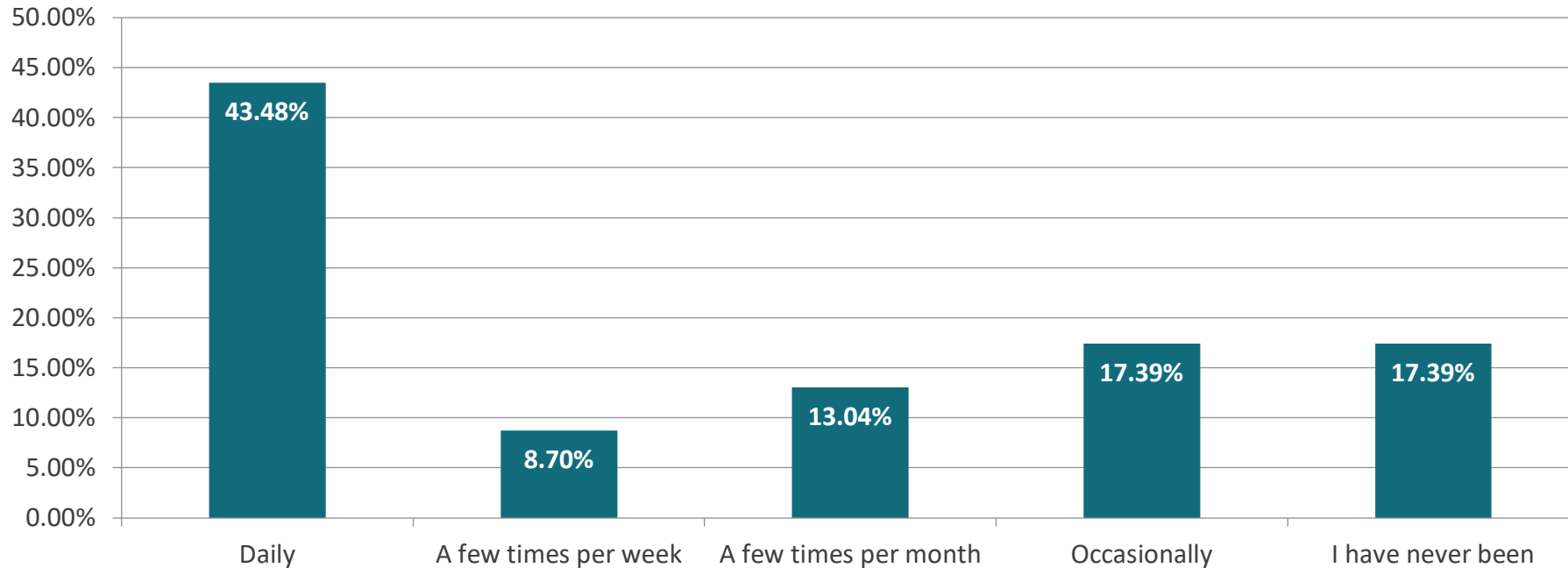
*(For those who answered "Take the Bus" for Question 12)*  
Please Specify which route(s) you ride to or from the Transfer Hub. Select all that apply.



# SURVEY QUESTION 14

Most respondents visit the Transfer Hub daily.

How often do you visit the Transfer Hub in downtown Burlington?



# SURVEY QUESTION 15

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

## Other Responses:

- “Shelters should be made for winter months and should protect against rain.”
- “Need to lock up the restrooms at the Depot.”



# SURVEY QUESTION 16

What would improve the experience at the passenger transfer center? Top Results:

- 1: Bicycle parking and lockers
- 2: Not sure
- 3: Different Location
- 4: More Parking

## Other Responses:

- “Include trash cans and clean up.”
- “Buses leaving on time.”

# DEMOGRAPHICS

Survey Questions 17 - 24



Of all respondents who answered:

**92%** live in Burlington  
Zip-Codes 27215 &  
27217

**8%** live in Graham ZIP Code  
27253



Of all respondent households who answered:

**13%** make over \$45,000 a year

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

And **44%** preferring not to say

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



Of all who said their race:

**44%** Black/African American

**40%** White

And **4%** Hispanic or Latino



**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**

Only **31.25%** of respondents have **children under the age of 18** living in their household

All respondents speak **English** as **primary language**

January 24, 2024

