NCPTA & NCDOT-PTD PRESENT

"Building Ridership through Effective Route Planning"

Presented by: **Richard Jones** (Director of Davidson County Transportation)

Megan Methany (Deputy Director Cape Fear Public Transportation Authority)

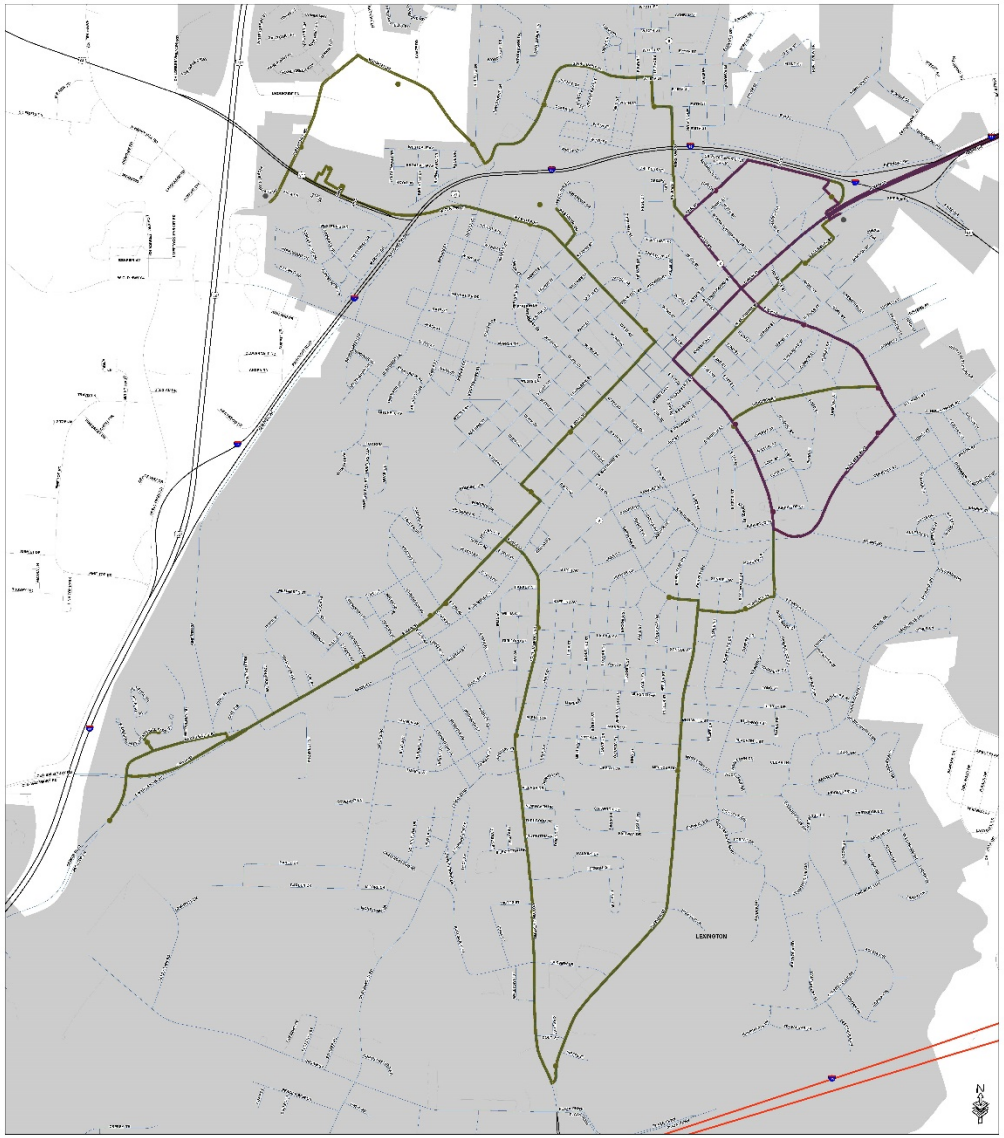
Erik Landfried (GoTriangle Transit Service Planning Supervisor)

Mark Kirstner (PART Director of Planning)

- Please make sure you sign-in with your name and organization.
- Please use the Chat option to let us know how many people are at your location.
- Please use the Chat option for any questions for the presenters, we will address them at the end of the presentations.

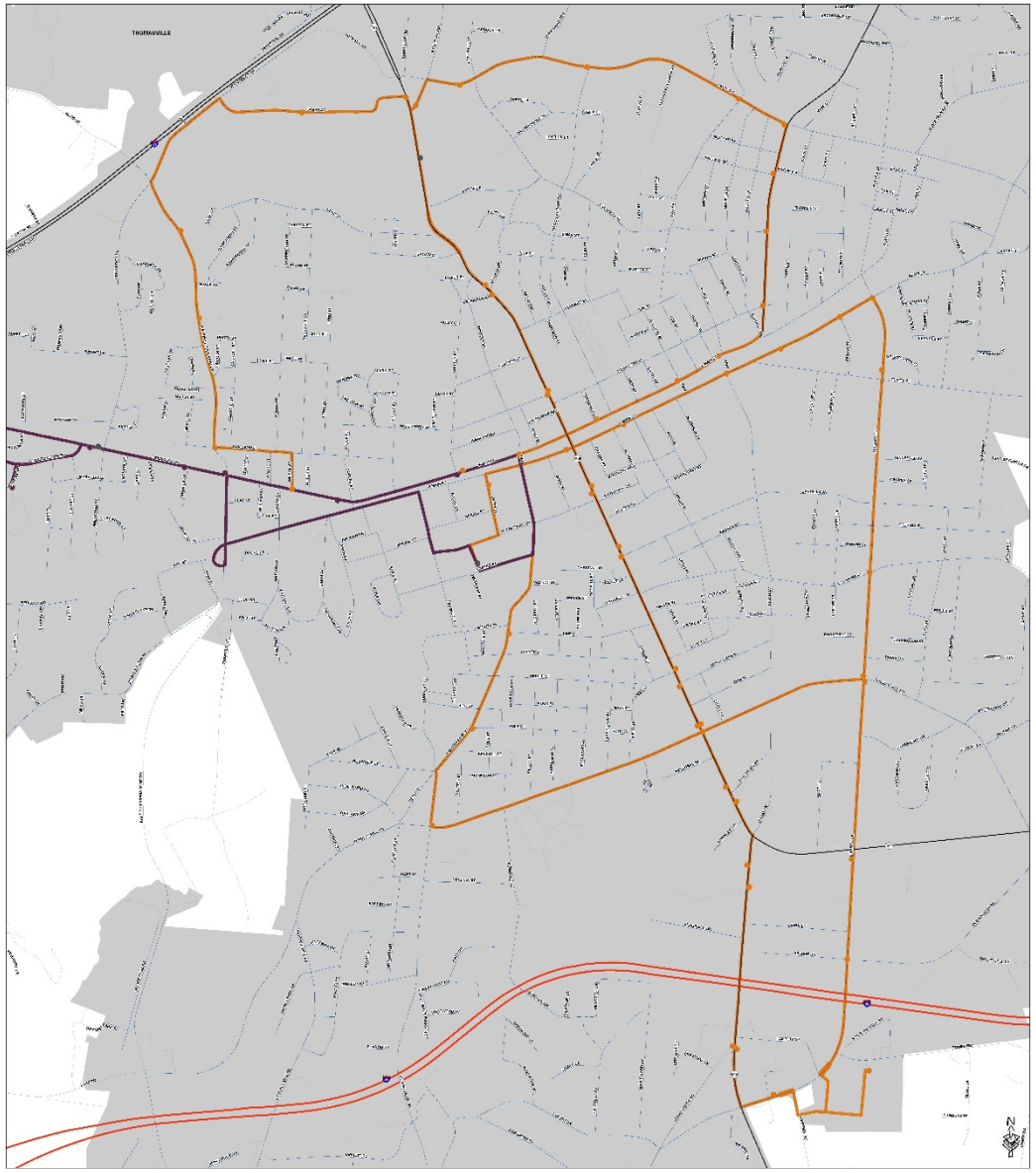
DC RIDES

Davidson County Transportation System



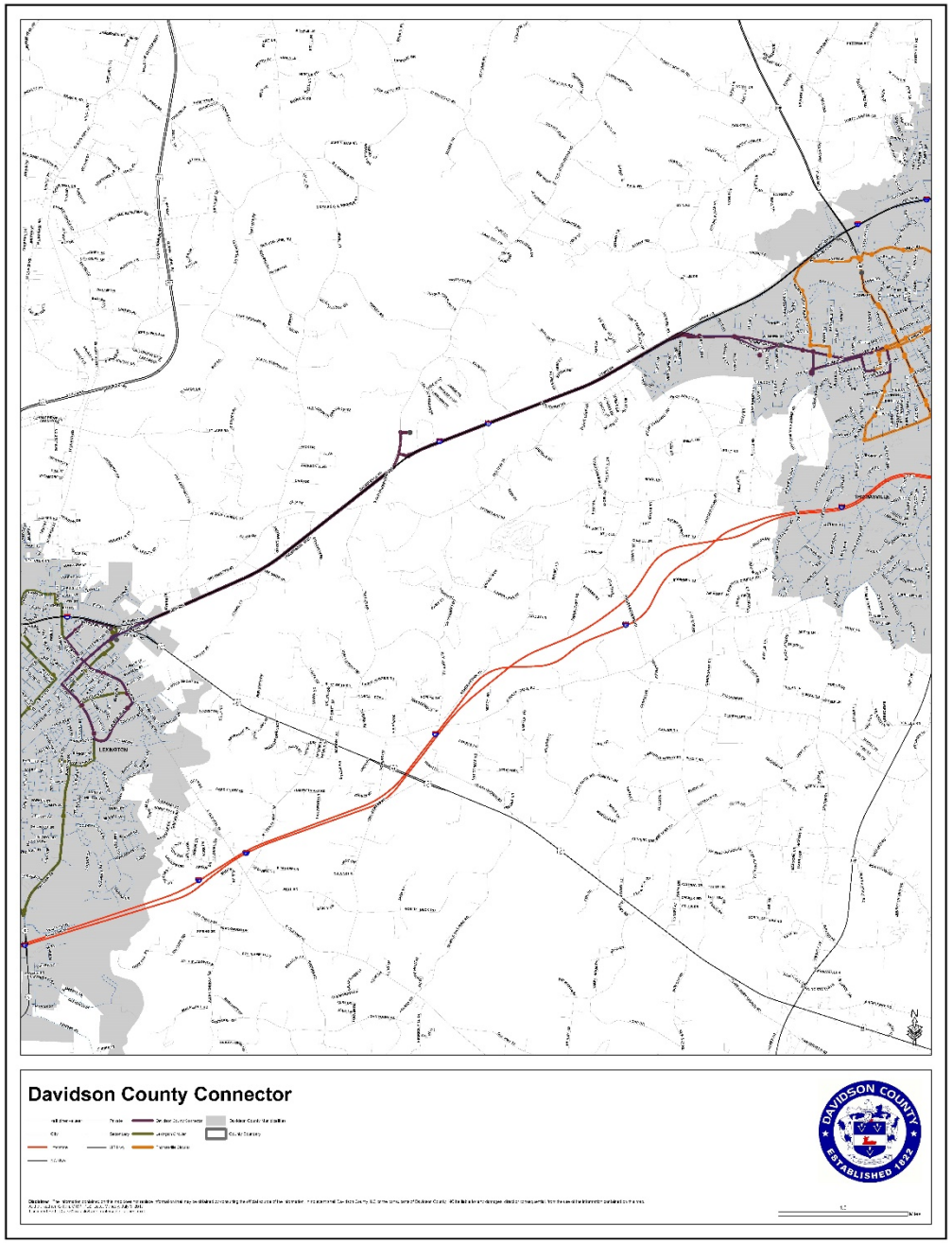
Lexington Circular

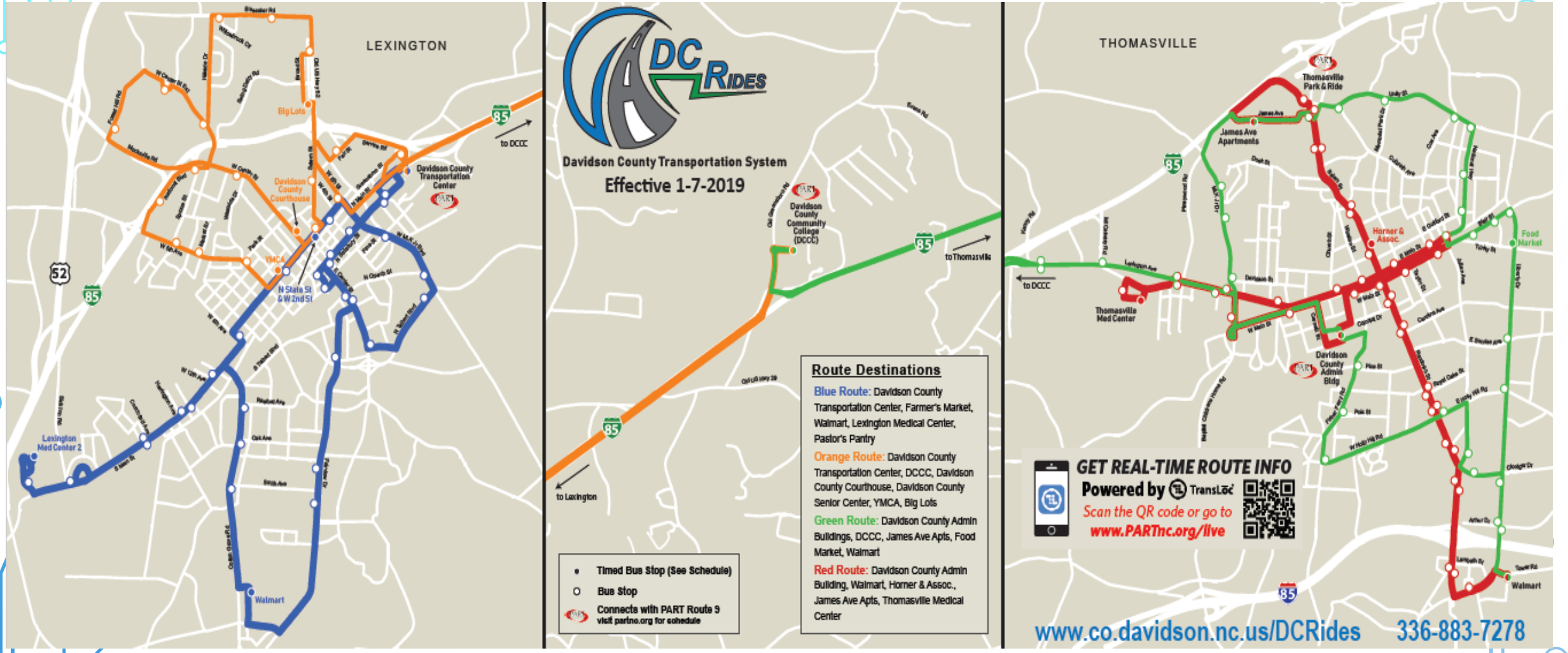
DAVIDSON COUNTY
ESTABLISHED 1822



Thomasville Circular

DAVIDSON COUNTY
ESTABLISHED 1822


Davidson County Connector
DAVIDSON COUNTY
ESTABLISHED 1822


LEXINGTON
Big Lots
Davidson County Courthouse
YMCA
N State St & W 2nd St
Davidson County Transportation Center
to DCCC
Lexington Med Center 2
Walmart
DC RIDES
Davidson County Transportation System
Effective 1-7-2019
Davidson County Community College (DCCC)
to Thomasville
to Lexington
Timed Bus Stop (See Schedule)
Bus Stop
Connects with PART Route 9
visit partnc.org for schedule
Route Destinations
Blue Route: Davidson County Transportation Center, Farmer's Market, Walmart, Lexington Medical Center, Pastor's Pantry
Orange Route: Davidson County Transportation Center, DCCC, Davidson County Courthouse, Davidson County Senior Center, YMCA, Big Lots
Green Route: Davidson County Admin Buildings, DCCC, James Ave Apts, Food Market, Walmart
Red Route: Davidson County Admin Building, Walmart, Horner & Assoc., James Ave Apts, Thomasville Medical Center
THOMASVILLE
Thomasville Park & Ride
James Ave Apartments
Horner & Assoc.
Food Market
to DCCC
Thomasville Med Center
Davidson County Admin Bldg
Walmart
GET REAL-TIME ROUTE INFO
Powered by TransLoc
Scan the QR code or go to
www.PARTnc.org/live
www.co.davidson.nc.us/DCRides
336-883-7278

BLUE ROUTE
LEXINGTON

	Davidson County Transportation Center	Walmart Lowes Blvd	Lexington Medical Center 2	N State St & W 2nd St	Davidson County Transportation Center
AM	6:00	6:20	6:35	6:45	7:00
	7:00	7:20	7:35	7:45	8:00
	8:00	8:20	8:35	8:45	9:00
	9:00	9:20	9:35	9:45	10:00
	10:00	10:20	10:35	10:45	11:00
	11:00	11:20	11:35	11:45	12:00
PM	12:00	12:20	12:35	12:45	1:00
	1:00	1:20	1:35	1:45	2:00
	2:00	2:20	2:35	2:45	3:00
	3:00	3:20	3:35	3:45	4:00
	4:00	4:20	4:35	4:45	5:00
	5:00	5:20	5:35	5:45	6:00

ORANGE ROUTE
LEXINGTON CONNECTOR

	Davidson County Transportation Center	DCCC	Davidson County Courthouse	YMCA	Big Lots	Davidson County Transportation Center
AM	6:00	6:05	6:15	6:30	6:50	7:00
	7:00	7:05	7:15	7:30	7:50	8:00
	8:00	8:05	8:15	8:30	8:50	9:00
	9:00	9:05	9:15	9:30	9:50	10:00
	10:00	10:05	10:15	10:30	10:50	11:00
	11:00	11:05	11:15	11:30	11:50	12:00
PM	12:00	12:05	12:15	12:30	12:50	1:00
	1:00	1:05	1:15	1:30	1:50	2:00
	2:00	2:05	2:15	2:30	2:50	3:00
	3:00	3:05	3:15	3:30	3:50	4:00
	4:00	4:05	4:15	4:30	4:50	5:00
	5:00	5:05	5:15	5:30	5:50	6:00

GREEN ROUTE
THOMASVILLE CONNECTOR

	Davidson County Admin Bldg	DCCC	James Avenue Apartments	Food Market	Walmart	Davidson County Admin Bldg
AM	5:55	6:05	6:15	6:30	6:40	6:50
	6:55	7:05	7:15	7:30	7:40	7:50
	7:55	8:05	8:15	8:30	8:40	8:50
	8:55	9:05	9:15	9:30	9:40	9:50
	9:55	10:05	10:15	10:30	10:40	10:50
	10:55	11:05	11:15	11:30	11:40	11:50
PM	11:55	12:05	12:15	12:30	12:40	12:50
	12:55	1:05	1:15	1:30	1:40	1:50
	1:55	2:05	2:15	2:30	2:40	2:50
	2:55	3:05	3:15	3:30	3:40	3:50
	3:55	4:05	4:15	4:30	4:40	4:50
	4:55	5:05	5:15	5:30	5:40	5:50

RED ROUTE
THOMASVILLE

	Davidson County Admin Bldg	Walmart	Horner & Associates	James Avenue Apartments	Thomasville Medical Center	Davidson County Admin Bldg
AM	6:00	6:15	6:25	6:35	6:45	7:00
	7:00	7:15	7:25	7:35	7:45	8:00
	8:00	8:15	8:25	8:35	8:45	9:00
	9:00	9:15	9:25	9:35	9:45	10:00
	10:00	10:15	10:25	10:35	10:45	11:00
	11:00	11:15	11:25	11:35	11:45	12:00
PM	12:00	12:15	12:25	12:35	12:45	1:00
	1:00	1:15	1:25	1:35	1:45	2:00
	2:00	2:15	2:25	2:35	2:45	3:00
	3:00	3:15	3:25	3:35	3:45	4:00
	4:00	4:15	4:25	4:35	4:45	5:00
	5:00	5:15	5:25	5:35	5:45	6:00

Cape Fear Public Transportation Authority

Short Range Transportation Plan

March 5, 2019

Planning Process and Methodology

- Public and Stakeholder Feedback
  - Steering Committee
  - Public engagement process
- Contract with outside consulting firm Nelson Nygaard
  - Cost: $150,000
  - 14 month process
- Market Analysis
  - Estimating transit demand from population and job density, and travel patterns
- Existing Conditions
  - Detailed review of current ridership patterns
- Peer Review
  - Particularly for fares and funding sources at similar agencies
- Public and Stakeholder Feedback
  - Online, meetings, interviews, on-board vehicle surveys
  - Broad range of external and internal stakeholders
  - Robust engagement, many ideas

Current Service Level

- Existing service is stretched thin
  - Most service at minimum useful frequency (hourly)
  - Most service at or near minimum useful span
  - Current service model is coverage vs. convenience
- Scheduled routes are in appropriate corridors
  - Covering areas that can support fixed route transit
- Challenging to reallocate existing resources
  - Few opportunities to reduce coverage, span or frequency in order to pay for service elsewhere
  - System currently operating efficiently

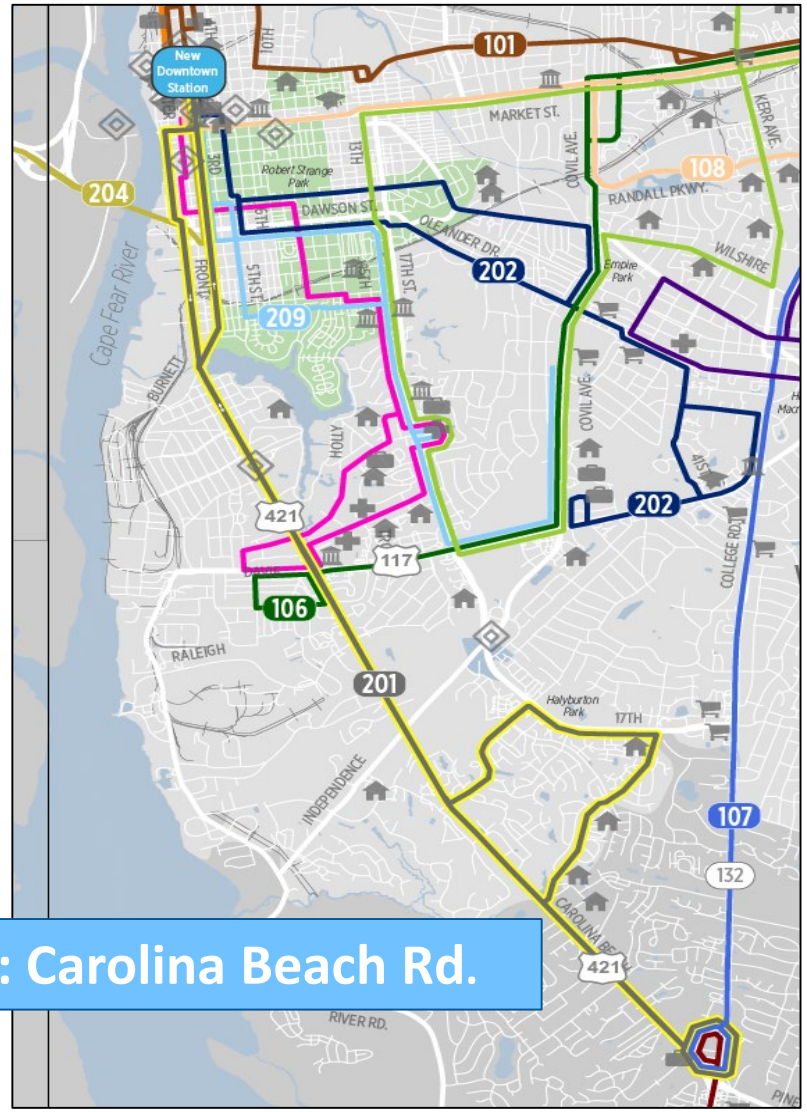
Needs and Priorities

- Local match contributions
- Results from analysis congruent with public input
- Needs identified:
  - Increased frequency
  - Earlier weekday and additional weekend service
  - Service to unserved areas
  - Improved payment options
  - Continued stop level improvements

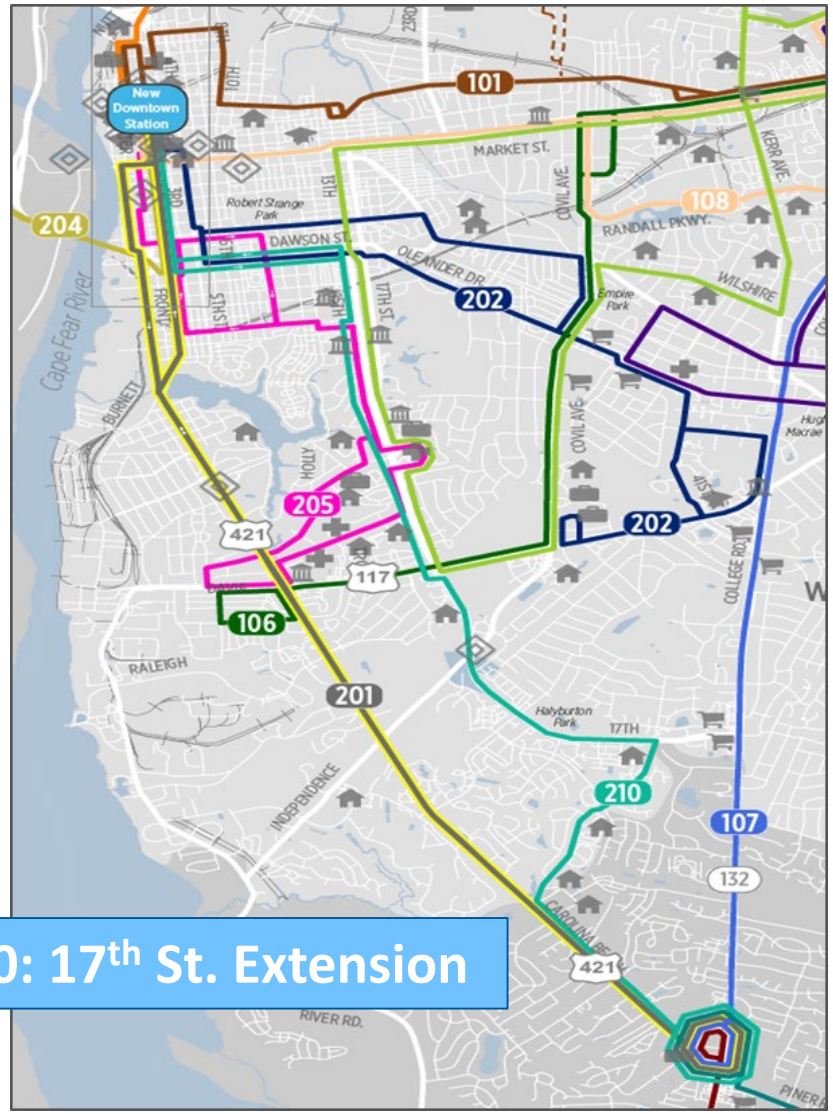
Cost Neutral Recommendations

- Assumes no additional resources
- Seven cost natural route realignments proposed
- Authority will comprehensively review all proposed service modifications before implementation
- Focuses on addressing service gaps and improving coordination of current service
- Development of the new Downtown Transfer Station/Wilmington Multimodal Transportation Center requires route realignment

Ex: Existing Alignment and Proposed Cost Neural Alignment



Route 201: Carolina Beach Rd.

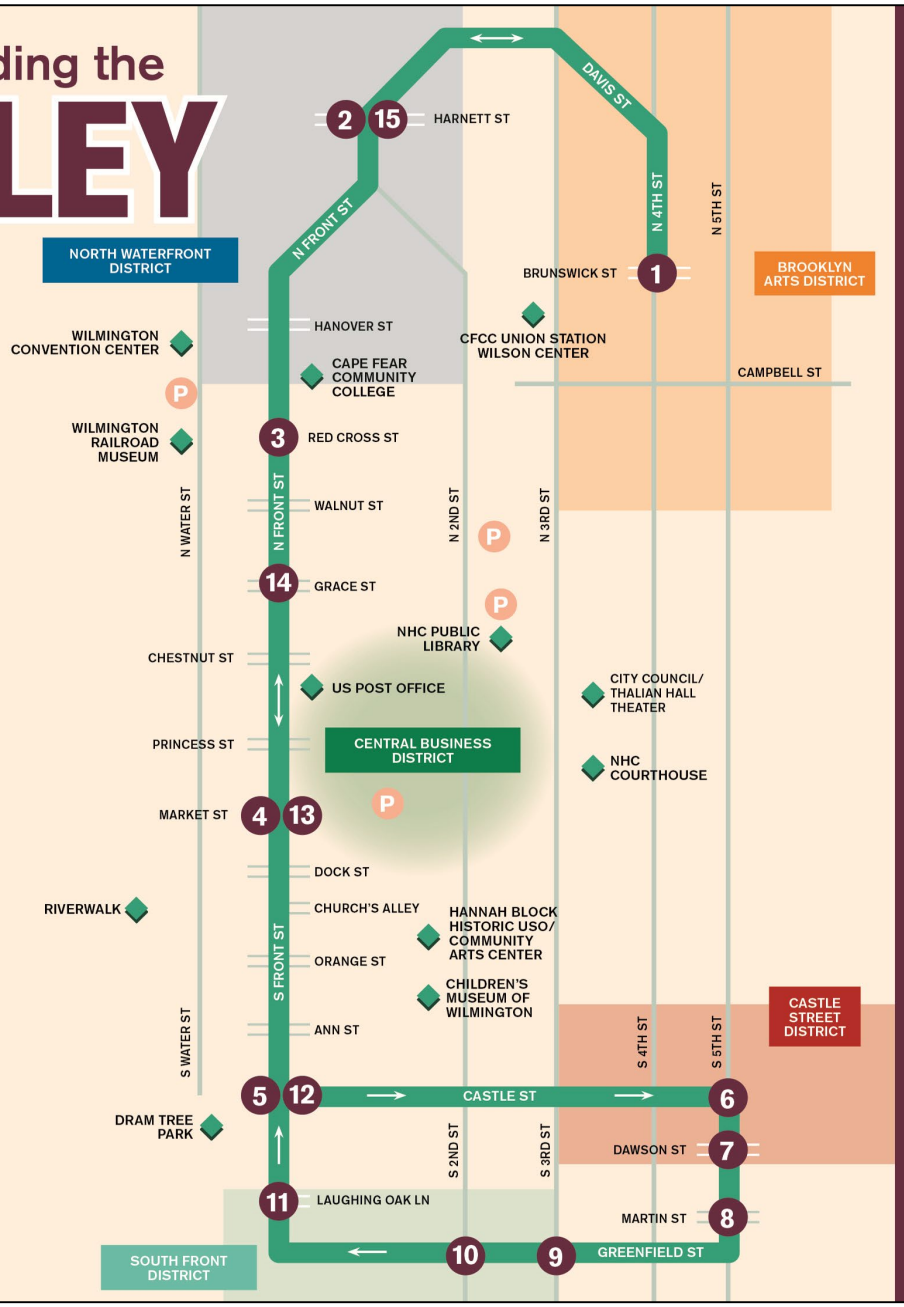


Route 210: 17th St. Extension

Implementation of Cost Neutral Route Alignment: Free Downtown Trolley

- Route alignment recommendations piloted in 2018
- Expanded route most favored by the public and Downtown Trolley Focus Group implemented on October 15, 2018
- Increased coverage and connectivity between the five (5) downtown districts
- Components of the revised Downtown Trolley Program include:
  - Expanded route
  - Revised name and branding
  - Revised signage
  - New vehicles

Thanks for riding the TROLLEY



Service operates on a 40-minute frequency.

MON-FRI 7:10am-8:30pm
SAT 10:30am-8:30pm
SUN 10:30am-5:50pm

The trolley returns to Stop #1 after leaving Stop #15

DOWNTOWN DISTRICTS

NORTH WATERFRONT

Along the Cape Fear River, between the Wilmington Convention Center and the Isabella Holmes Bridge, a visionary transition is well underway. From its roots as industrial and warehouse, this area has undergone a full rebirth. With the recent opening of the Embassy Suites Hotel to the Port City Marina, Pier 33 Entertainment Venue and beautiful new contemporary restaurants, this district is now a true destination.

BROOKLYN ARTS

Located in the northeastern sector of downtown, this district is home to concert venues, art studios, restaurants, neighborhood pubs, bottle shops, and contemporary luxury housing. It lies between the Cape Fear River and Smith Creek and is further defined by the railroad lines that many once deemed "the wrong side of the tracks."

CENTRAL BUSINESS

The (CBD) encompasses the most historic aspects of the Port City, including architectural structures and porticoes that have existed since the city's inception in 1739. Besides shopping and dining, the CBD is also a destination for entertainment. Music venues, theaters, museums and historic markers add to the rich culture.

CASTLE STREET

Since the late 18th century, Castle Street has always been a mixed-use street, an eclectic street at that, and since the late 19th Century, a very well-integrated street, entirely unique to the Wilmington landscape. Today, this diverse district is a combination of outstanding historic buildings, such as the Firehouse at 5th and Castle and the yoga center located in the old white church. You'll also find unique businesses including a record shop, a wine bar, coffee shops, wonderful antique shops, retro furnishings and clothing, artist studios and galleries plus some outstanding restaurants.

SOUTH FRONT

Early twentieth century brick warehouses were once downtown's industrial ports district. Today it tells a different story. With the complete revitalization of old ports housing and the Block Shirt Factory to Wilmington's most unique apartments with a newly crafted commercial element imbedded, this district is something you don't want to miss. You'll find nationally recognized chef-driven restaurants, coffee shop, bakery, brewery and beer garden, community bar, yoga center, salon, and an outstanding art studio/gallery home to 50+ local artists. Across the way sits the jewel of Wilmington, the 250-acre Greenfield Lake Park and an amphitheater hosting theater productions concerts.

Ridership Statistics for Revised Downtown Trolley Route

Comparative Ridership Statistics from Previous Route			
Month	CY2017	CY2018 - 2019	% Change
October	3,201	1,406	-56.1
November	2,750	1,425	-48.2
December	2,109	1,762	-16.5
January	1,893	2,181	15.2

**Revised route implemented on October 15, 2018.*

Recommendations Requiring Additional Funding

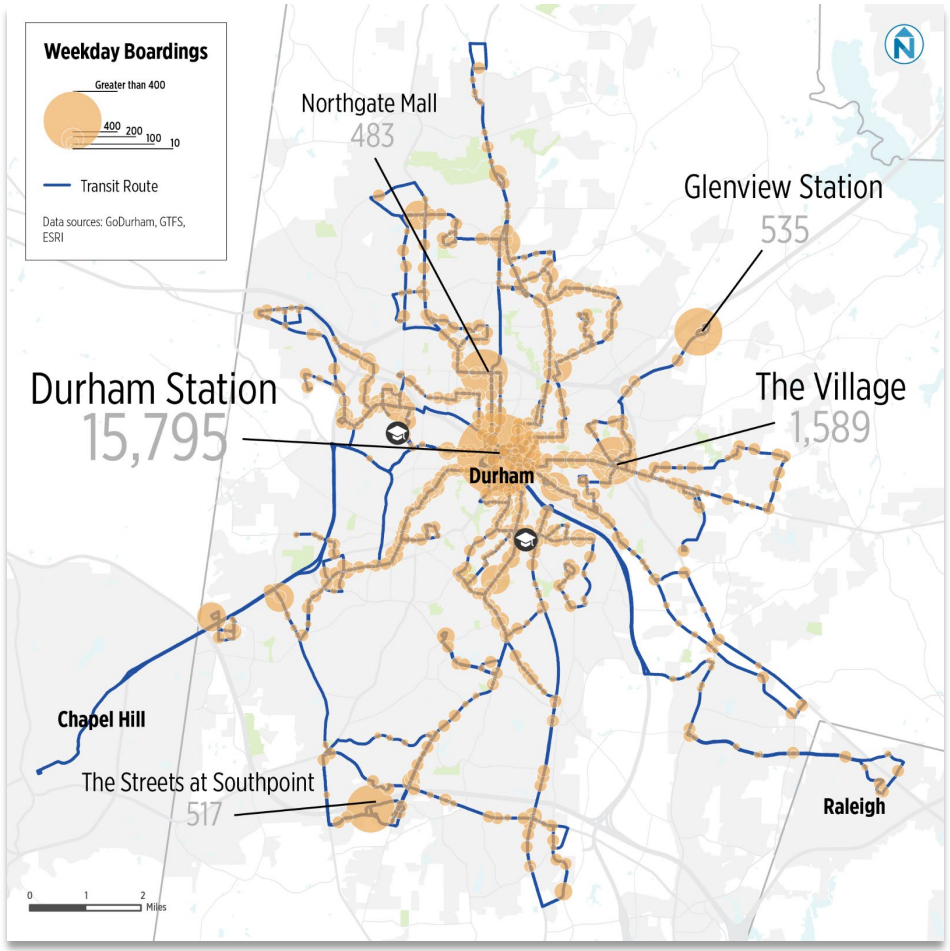
- Requires additional operating funds of $2.7M
- Increases coverage area and frequency on some existing routes
- Areas for possible route modification include: North College Road, ILM, and Creekwood area
- Areas for possible service expansion include: Porters Neck, Masonboro Loop Road and Greenville Loop Road
- Fixed route and/or on-demand service pilot programs could be used to cover new areas
- Linear routes can reduce headways over loop routes
- Additional route frequency and service hours

GO Durham

Short Range Transit Plan

Opportunities & Challenges

- Improving Reliability
- Increasing Frequency
- Reducing Cost

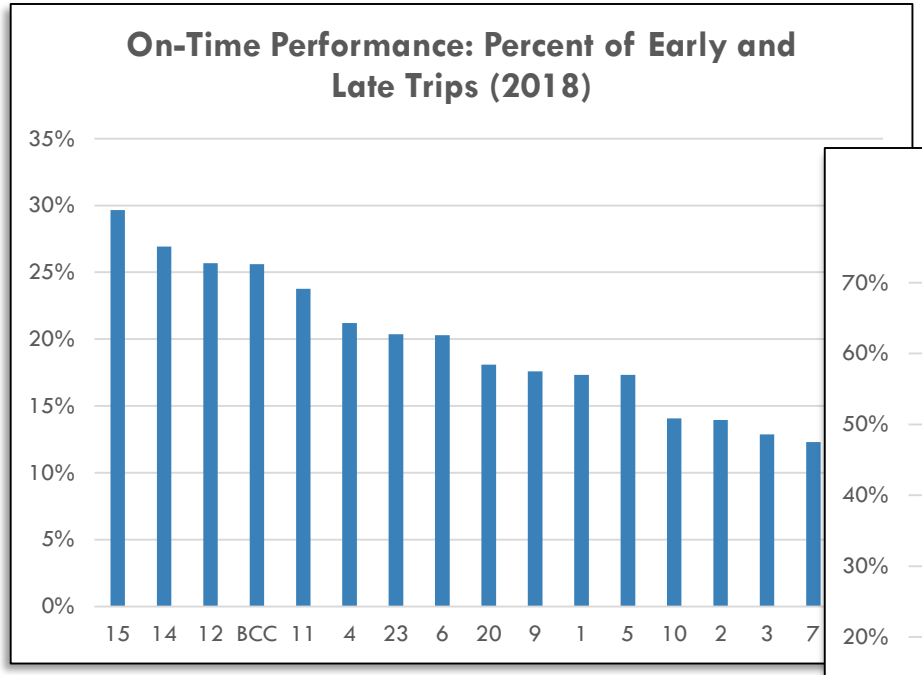


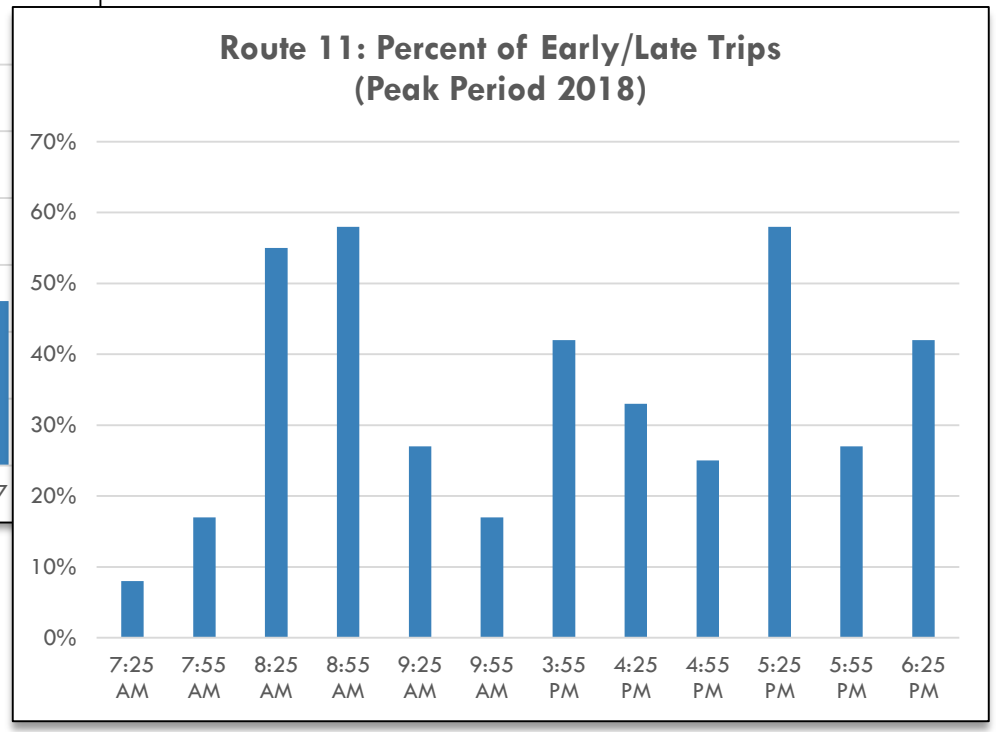
Public outreach to identify customer service improvement priorities.

Combine data and survey results to craft service improvement proposals.

Strategic service adjustments to address budget challenges while improving service.

Improving Reliability is Important for Riders

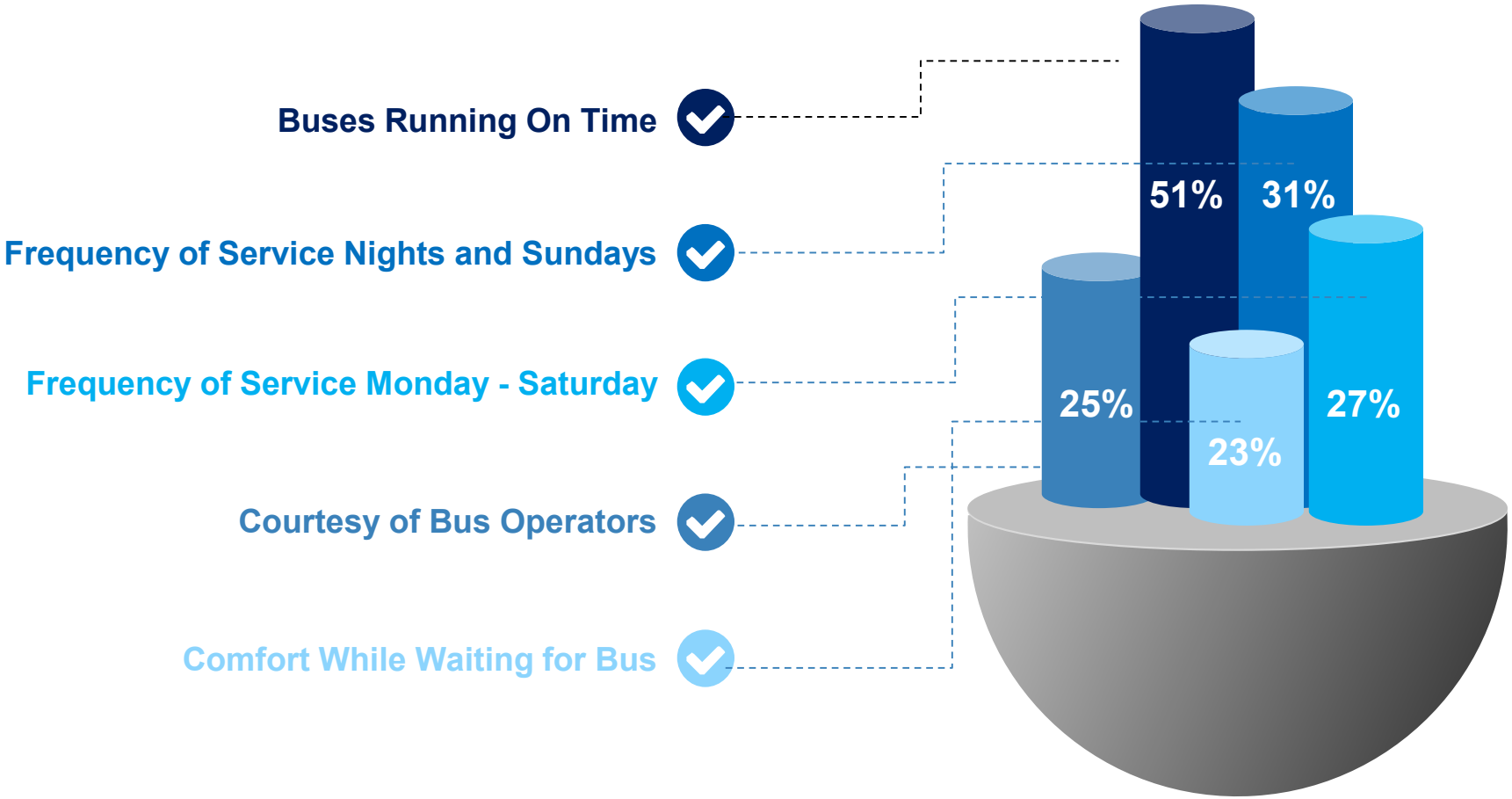




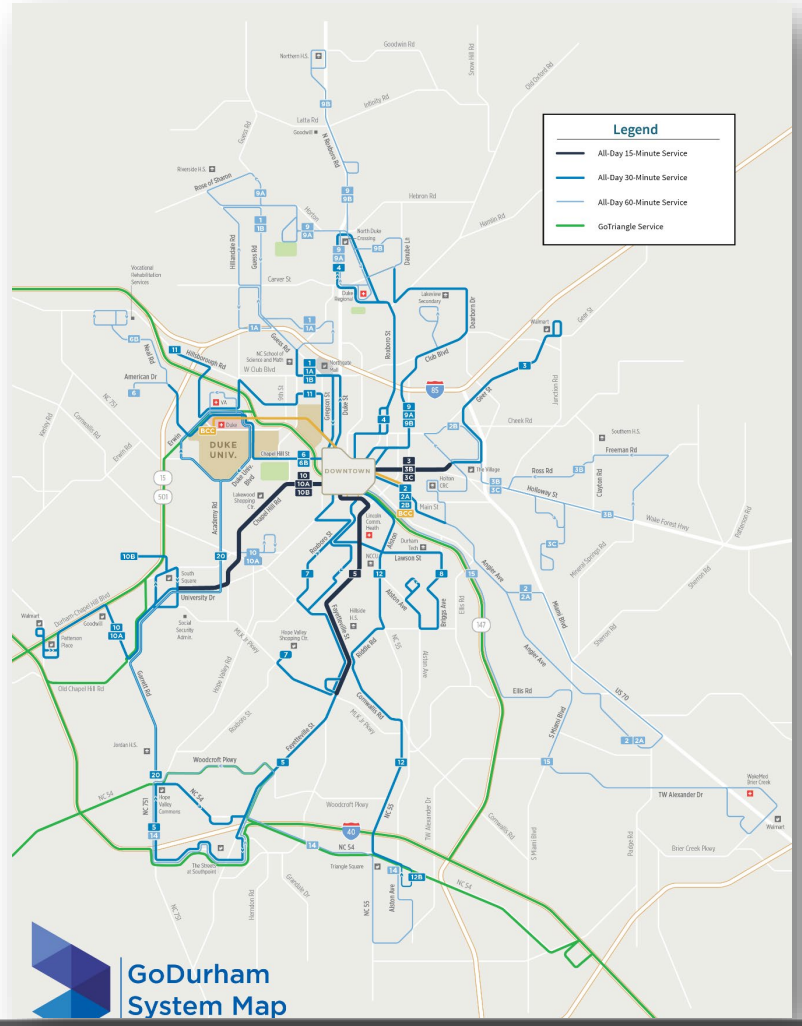
Chronic On-Time Performance Issues

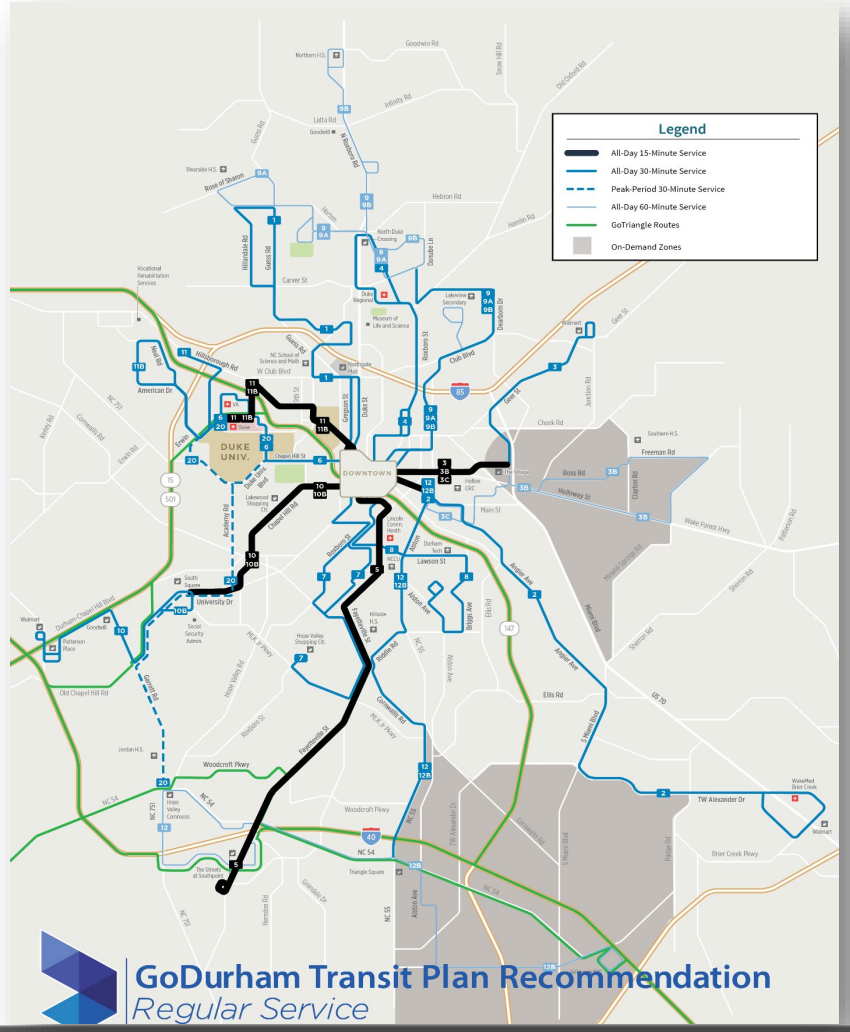
Frequently late trips affect passengers' ability to make connections at Durham Station.

Improving Reliability is Important for Riders

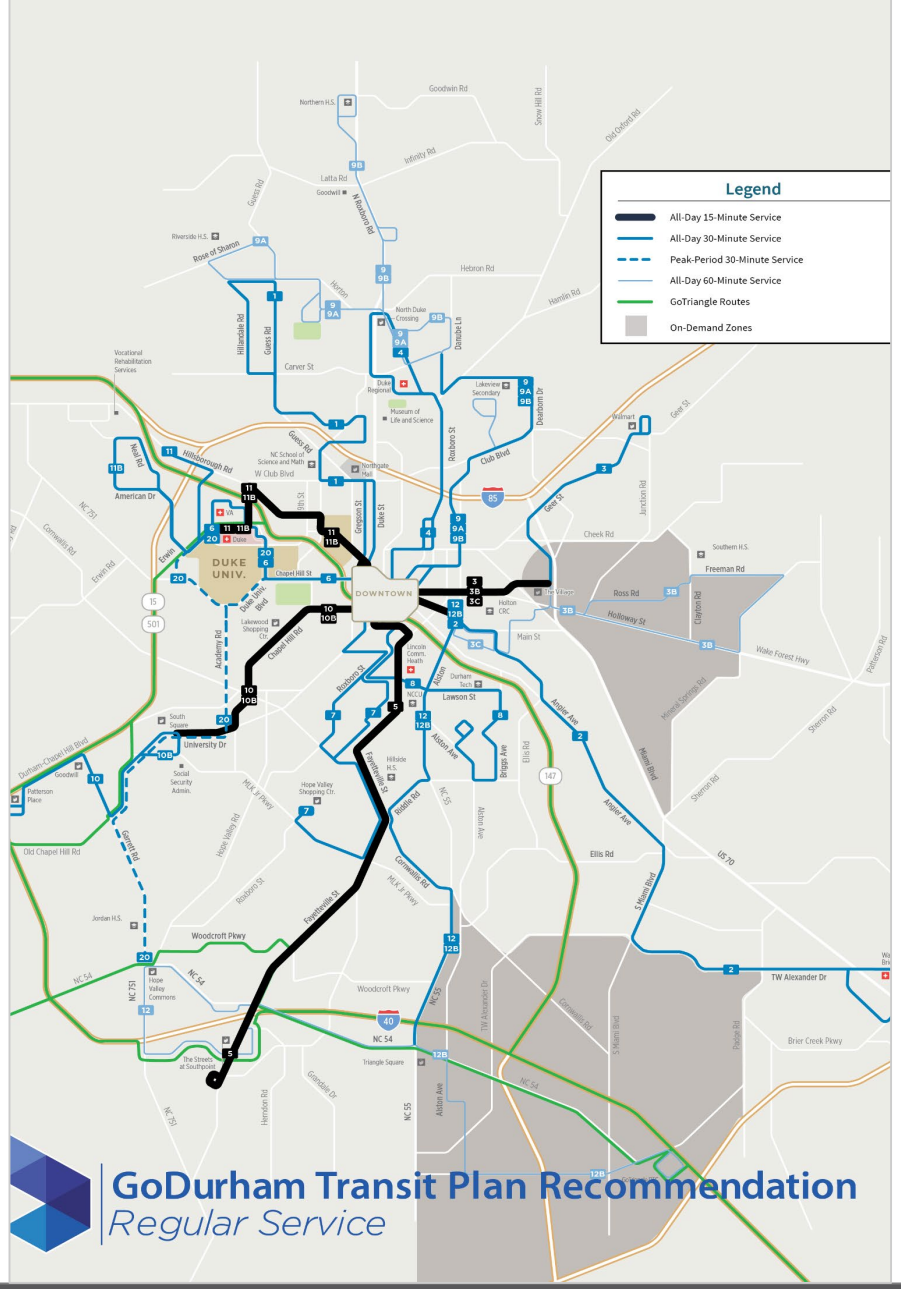


Existing Service and Preferred Option





Preferred Option



- **Improved Reliability** – Including routes with chronic on-time performance issues
- **Extended High Frequency Service Network** – New destinations with service every 15 minutes: Streets at Southpoint, Duke/VA Hospital, and E. Main Street (to Alston Ave)
- **Simplified Service** – Fewer route variations and deviations
- **Expanded Sunday and Weekday Evening Service** – Destinations with service every 30 minutes: The Village, Duke/VA Hospital, and E. Main Street (to Alston Ave)
- **More Direct Service to Major Destinations** – Connecting East Durham to RTP, Southpoint, and Brier Creek

Although No Longer Fare Free, Service Will Improve in **BCC Corridor.**