



TRIANGLE REGIONAL TRANSIT SURVEY

Regional Partner Interagency Briefing



March 12, 2024

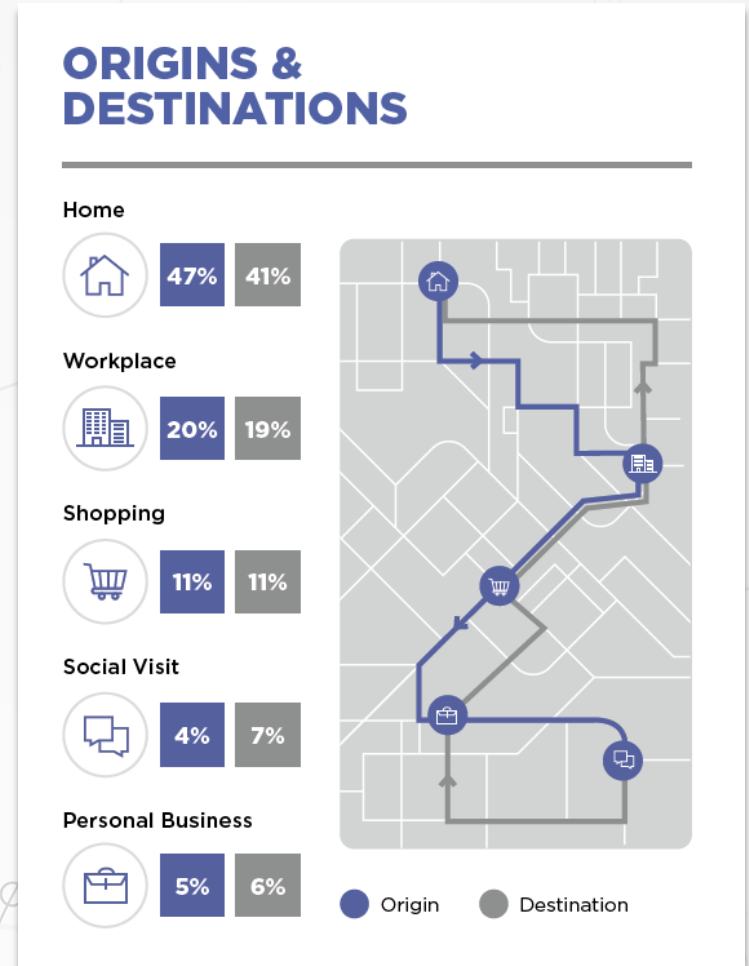
Briefing Overview

- Survey Highlights (20 min)
- Dashboard (5 min)

Differences between Regional Surveys

- Origin-Destination (OD) Survey – *typically every five years*
 - Records detailed characteristics of individual trips
 - Geocodes rider and trip information
 - Reflects representative random sample
- Customer Satisfaction Survey (CPS) - *typically annual*
 - Collects user perspectives on safety, driver courtesy, bus stops, amenities and service (such as frequency).

• Both surveys collect demographic information and other rider characteristics



All Systems OD Survey Highlights



SURVEY

October 2 - November 30, 2023



9,892 surveys
completed



9 transit
agencies



15% of
riders surveyed



112 routes
surveyed



Met or exceeded sampling targets for select
agency routes – **AVERAGE OF 121%**

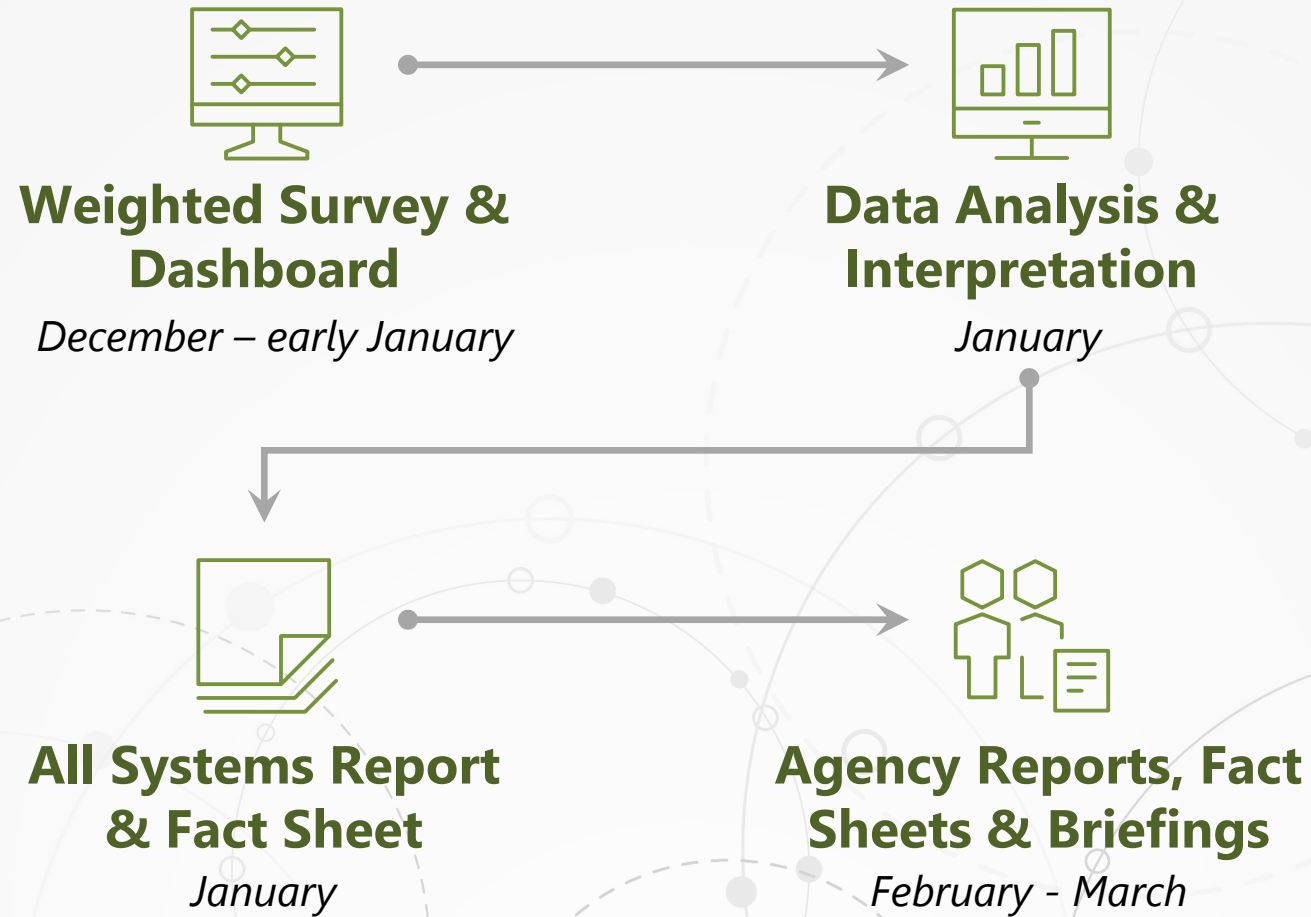


Participation
Rate – **70%**

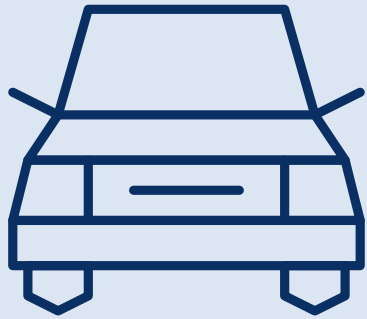


On to off (O2O) surveys on over **40 ROUTES**
with additional data used for weighting/expansion

All Systems Survey Process

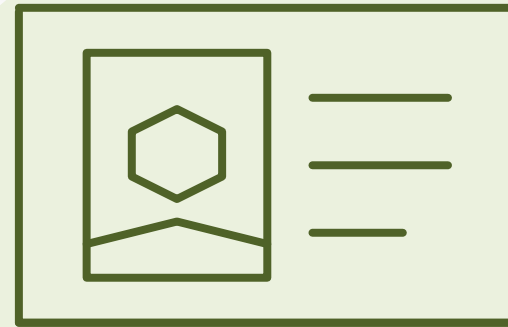


All Systems Survey Highlights



27%

Own a car which they
could have used to
complete this trip



42%

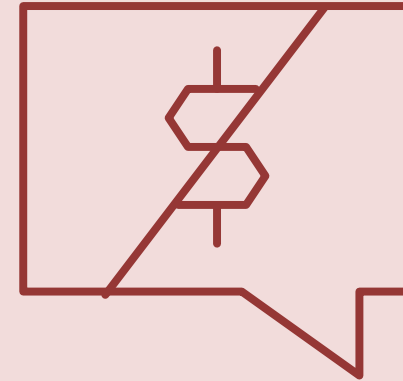
Without a driver's
license

All Systems Survey Highlights



34%

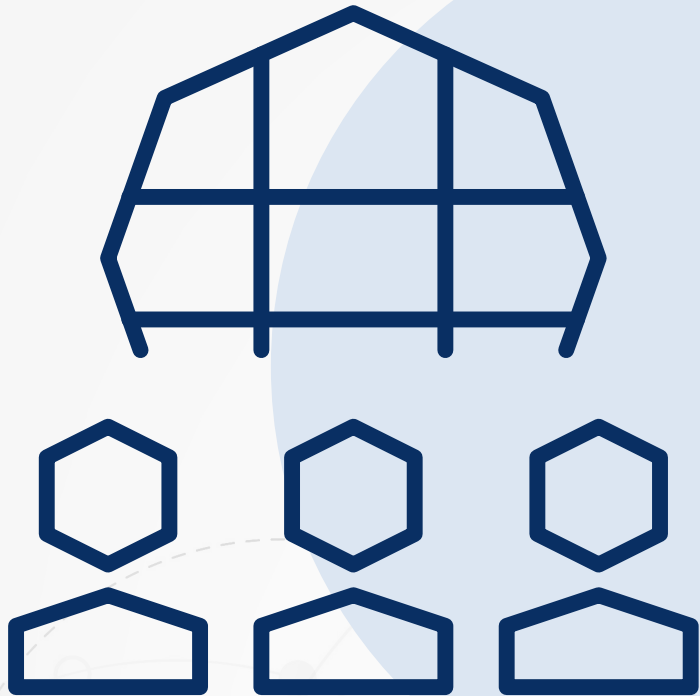
Household income
less than \$25,000



30%

Refused to disclose
their income

All Systems Survey Highlights



63% Between 18-34
years old

43% African American
riders

30% White
riders

All Systems Survey Highlights

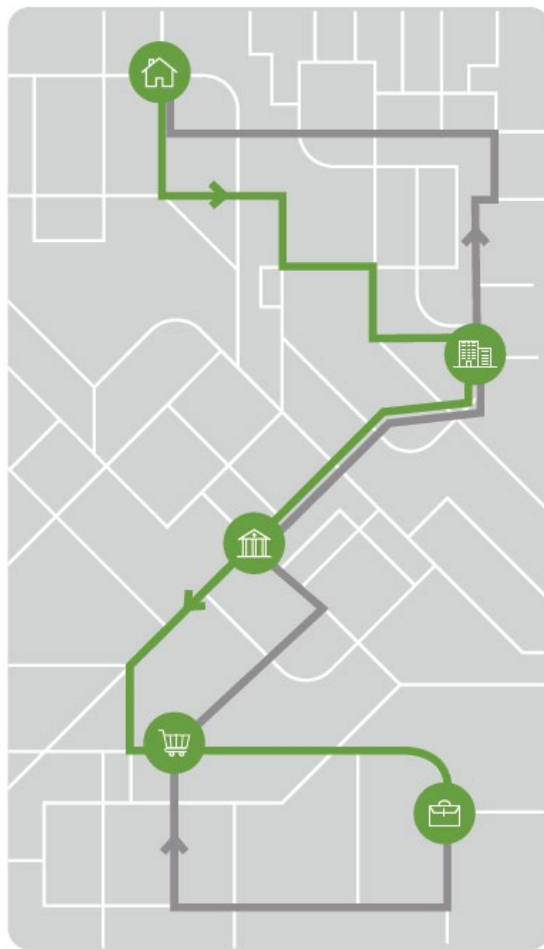


47%

Home as origin

40%

Home as destination



15%

Work as origin

16%

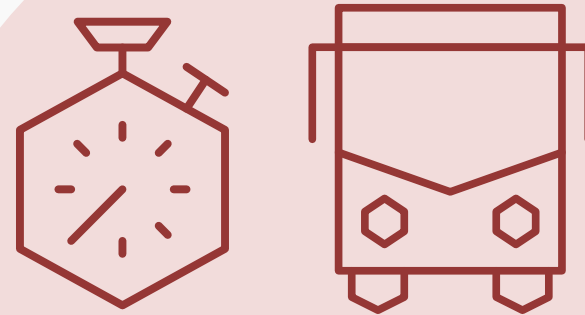
Work as destination

All Systems Survey Highlights



Over 90%

Walk to cover the distance
between the bus stop and
origin/destination



Over 70%

Cover the origin/destination
to bus stop distance
between 1 to 5 minutes

Total Survey Collection

Survey Collection Summary by System:

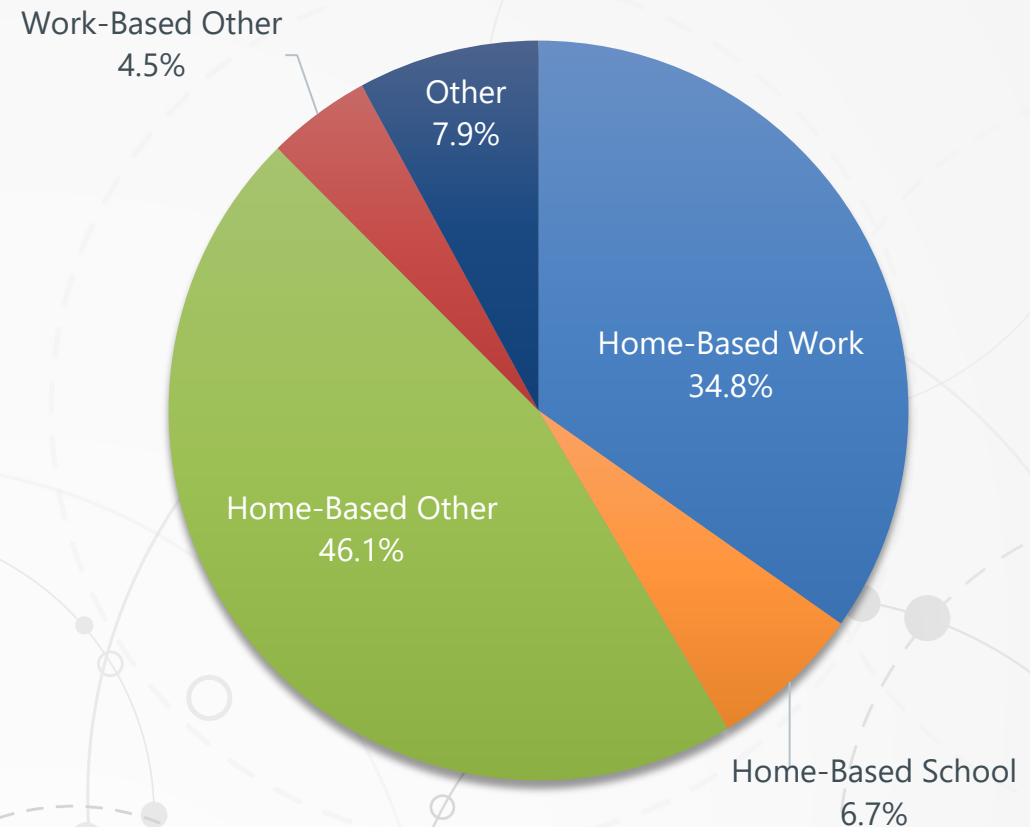
<i>Agencies</i>	<i>Surveys Collected</i>	<i>Collection Goal</i>	<i>Completion Percentage</i>
GoDurham	2819	2483	114%
Chapel Hill Transit	1669	1181	141%
OCTS	22	27	83%
GoTriangle	1352	1173	115%
PART	22	12	178%

GoDurham Survey Findings

Trip Purpose

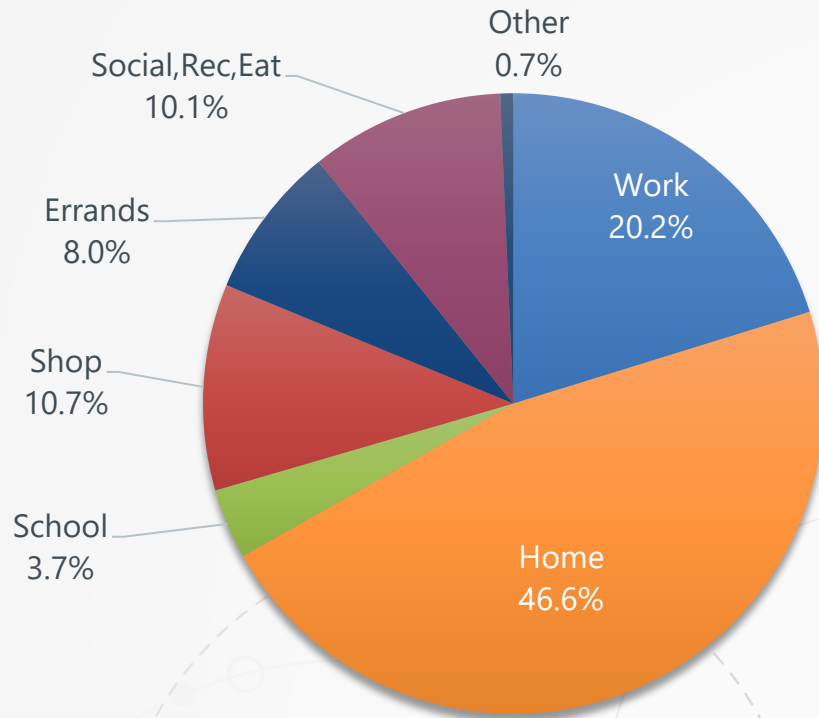
46%
of trips are
Home-Based Other* trips

**Other includes any non-home/work/school trip: shopping, running errands (such as medical/hospital services, personal business), trip to Hotel Convention Center, Restaurant/dining, Recreational, Social visits, etc.*

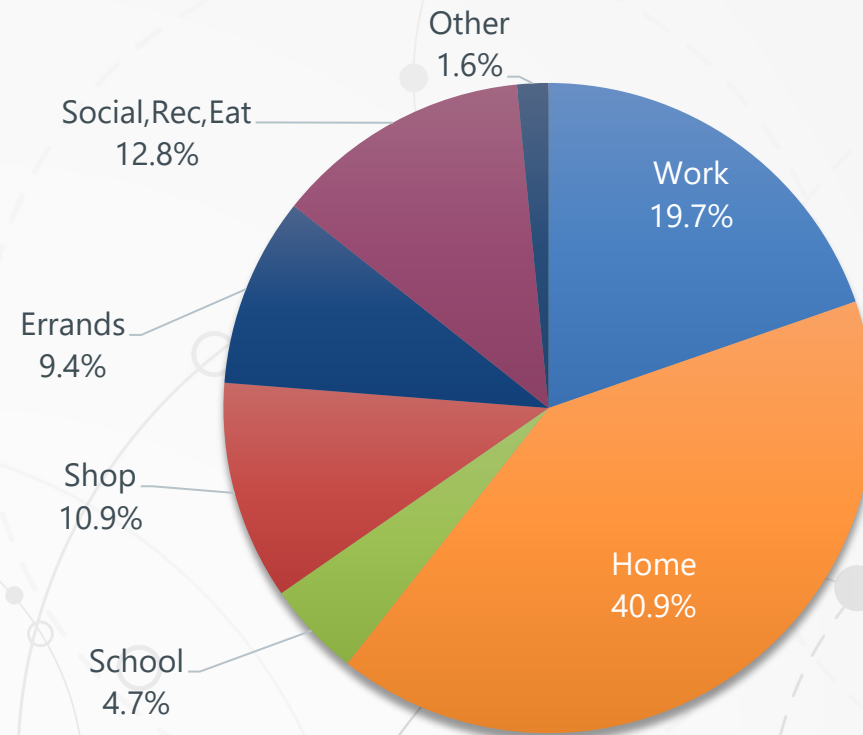


Origin & Destination Place Type

Largest share of riders travel between work and home



Origin Place Type



Destination Place Type

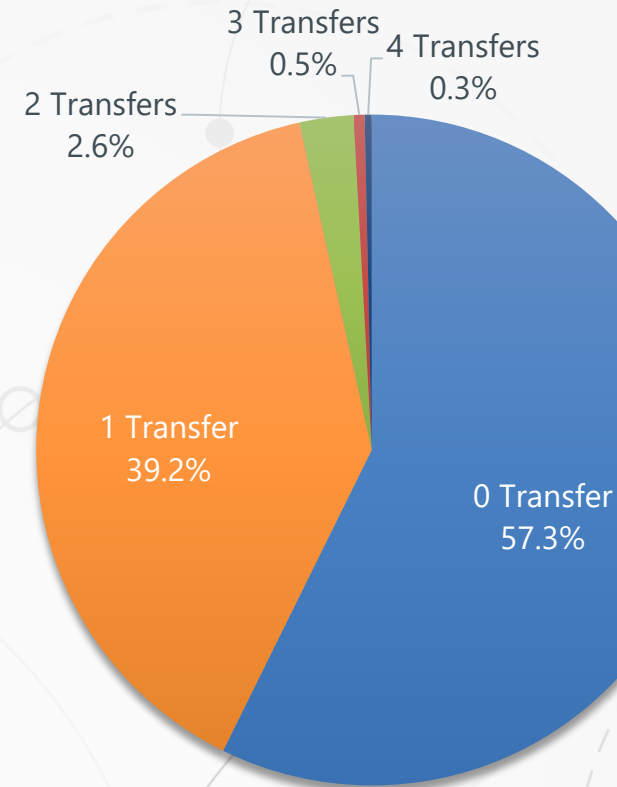
System Transfers

90% of first transfers made to other
GoDurham Routes

10% made to GoTriangle Routes

83% of two transfers made to either
GoDurham or GoTriangle Routes

The rest were made to **GoRaleigh and
Chapel Hill Transit routes**

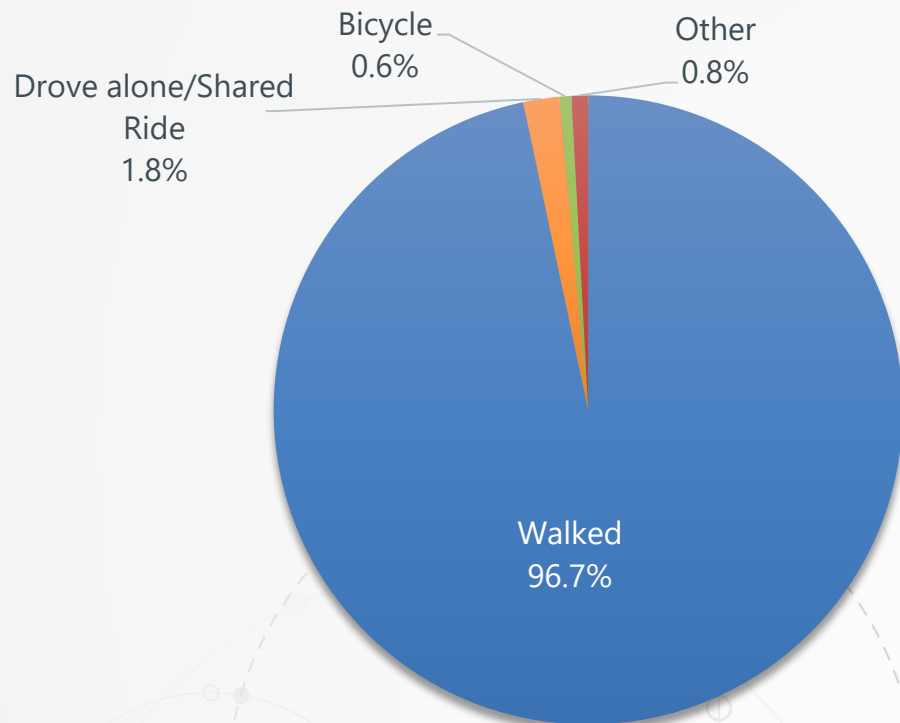


Total number of in-system transfers

Getting to the Bus

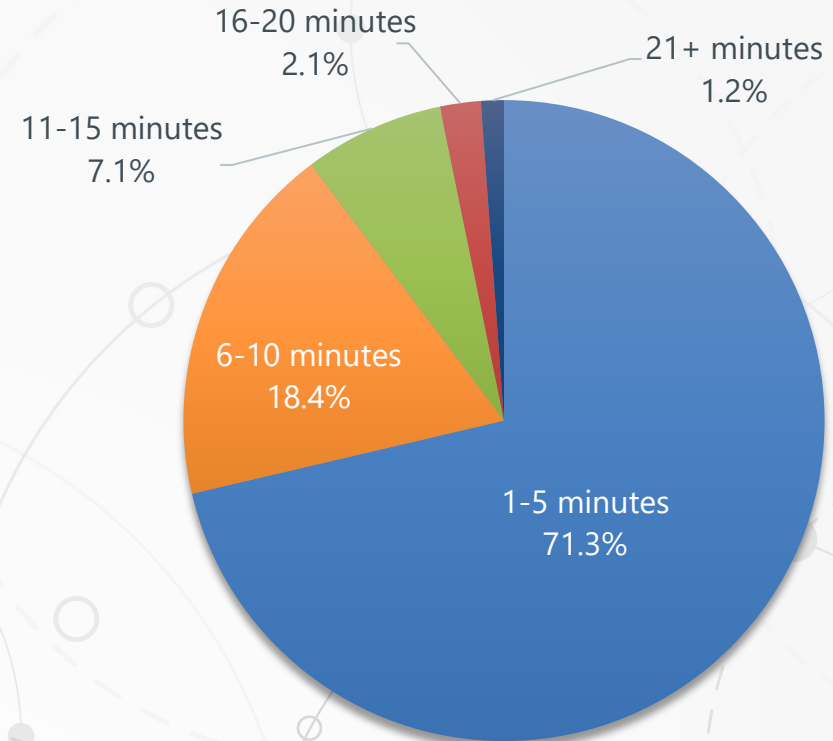
Mode of Transportation & Time Taken

Majority of the riders walked to the bus stop
(Other includes scooter, Uber/Lyft/taxi, or other mode)



Mode of Transportation - Origin

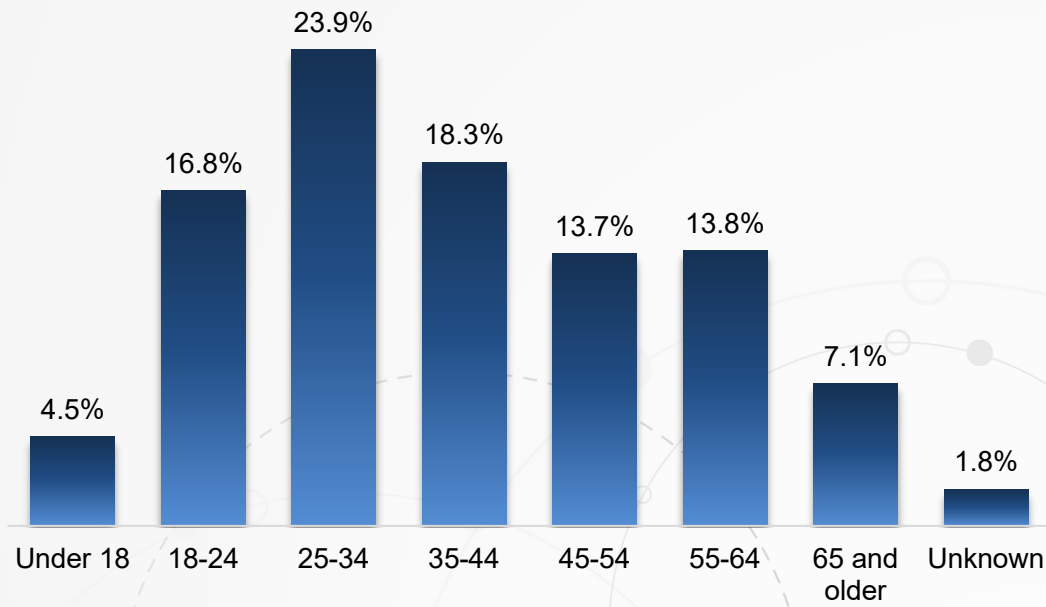
Majority of the riders took 1-5 minutes to reach the bus stop from their origin



Time taken to reach the bus stop from origin

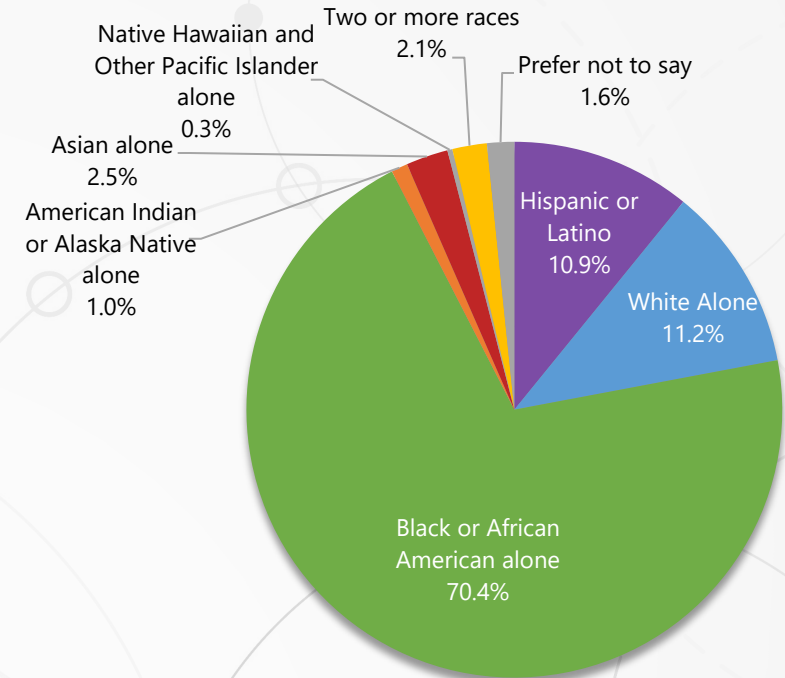
Age / Race and Ethnicity

**Largest share of riders are between
25 and 34 years old (23.9%)**



Age

**Largest share of riders identified
as African American (70.4%)**

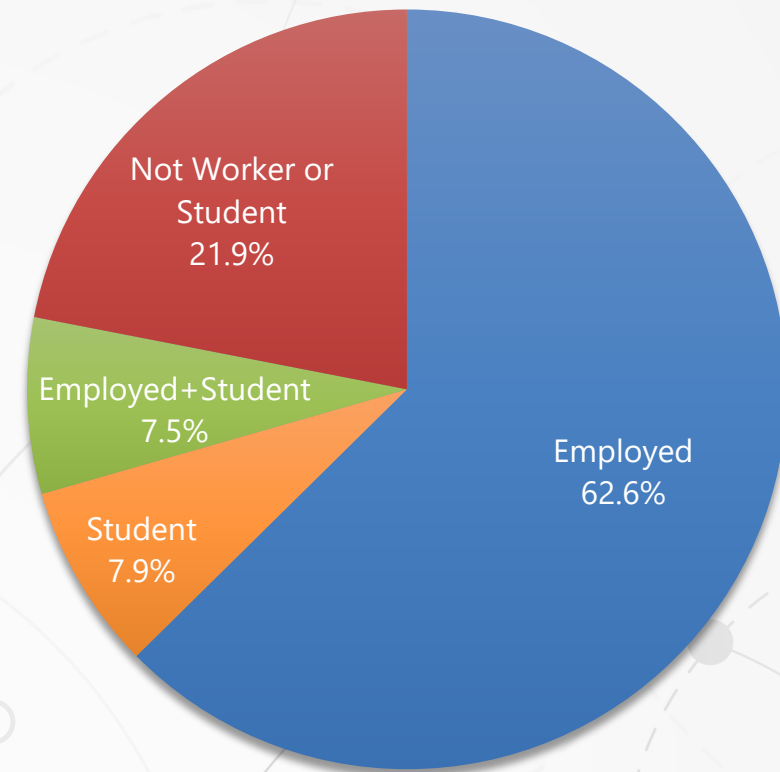


Race and Ethnicity

Employment Status

**Majority of the riders are
employed**

**15.4% of riders are students
(including both employed and unemployed)**



Combined Employment-Student Status

Household Income and Vehicle Ownership

Most riders are from
low-income households

Many riders are dependent
on transit



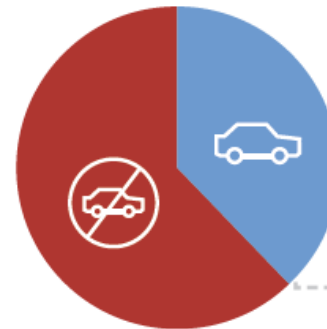
31% of all riders have a valid drivers license



39% of all riders earn less than \$25,000

62%

live in a household with no vehicle



38%

live in a household with one or more vehicles

within that 38% we asked...

Could you have used one of these vehicles to complete this trip?

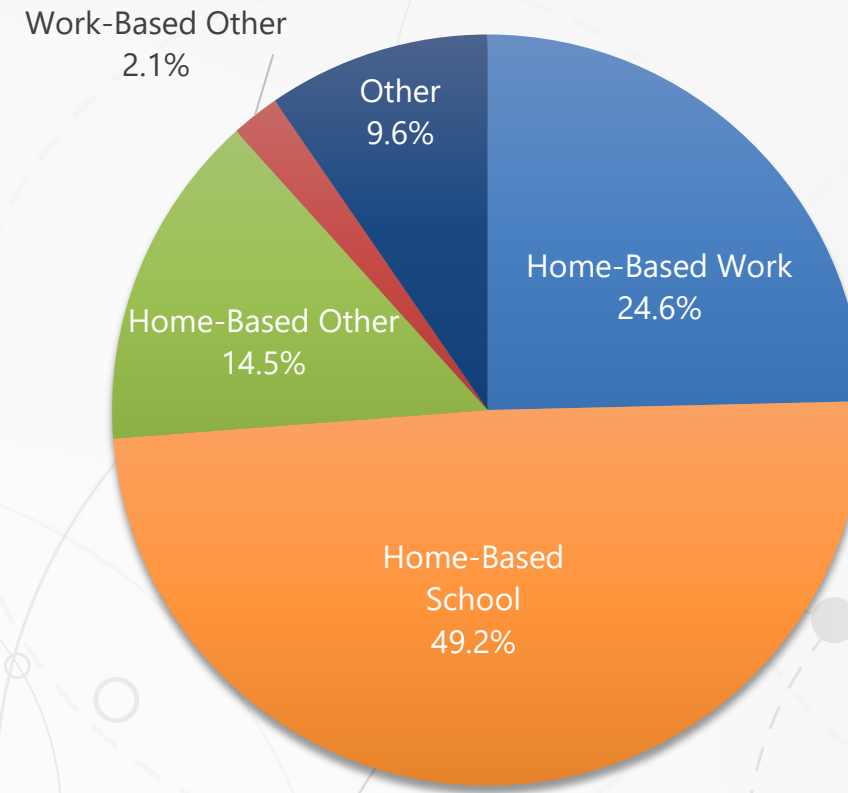
Yes **36%** No **64%**

Chapel Hill Transit Survey Findings

Trip Purpose

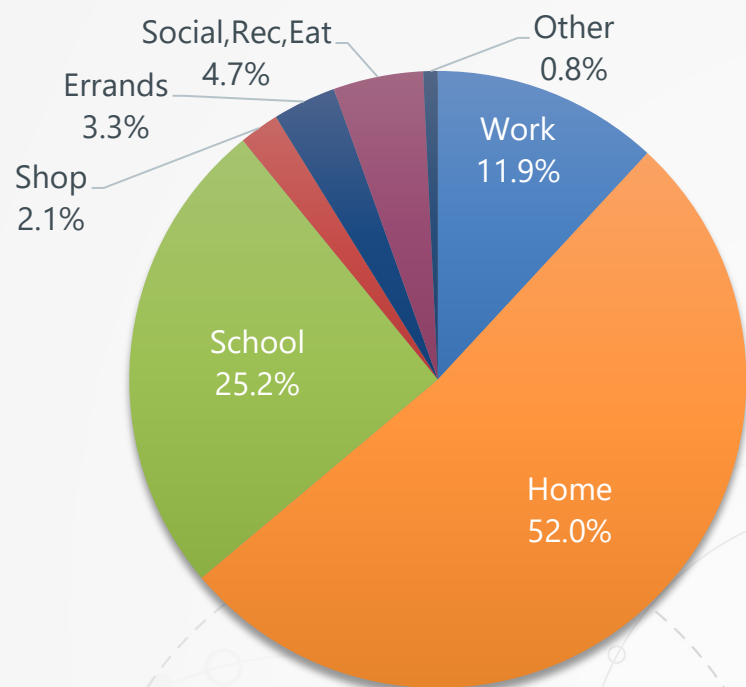
50%
of trips are
Home-Based School trips

*Other includes any non-home/work/school trip:
shopping, running errands (such as
medical/hospital services, personal business), trip
to Hotel Convention Center, Restaurant/dining,
Recreational, Social visits, etc.*

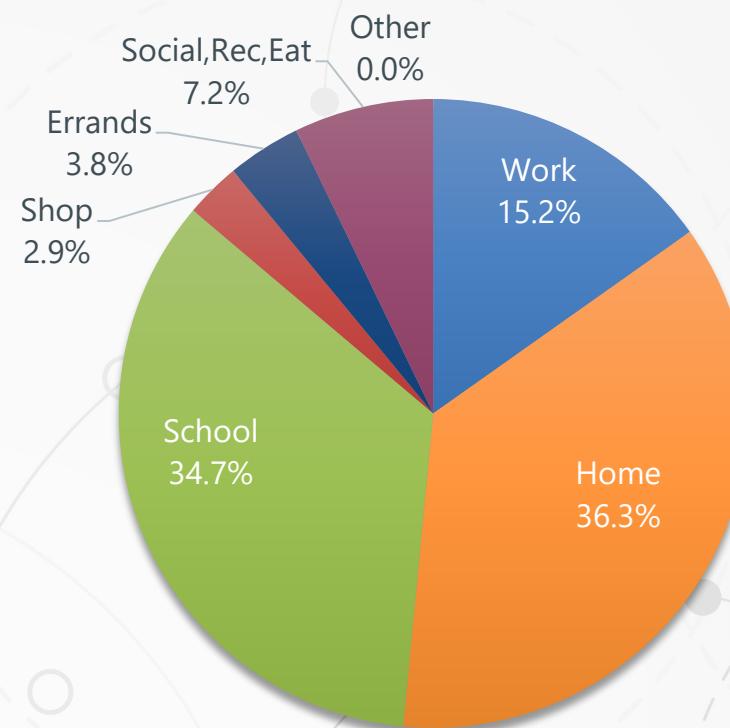


Origin & Destination Place Type

Largest share of riders travel between work and home



Origin Place Type

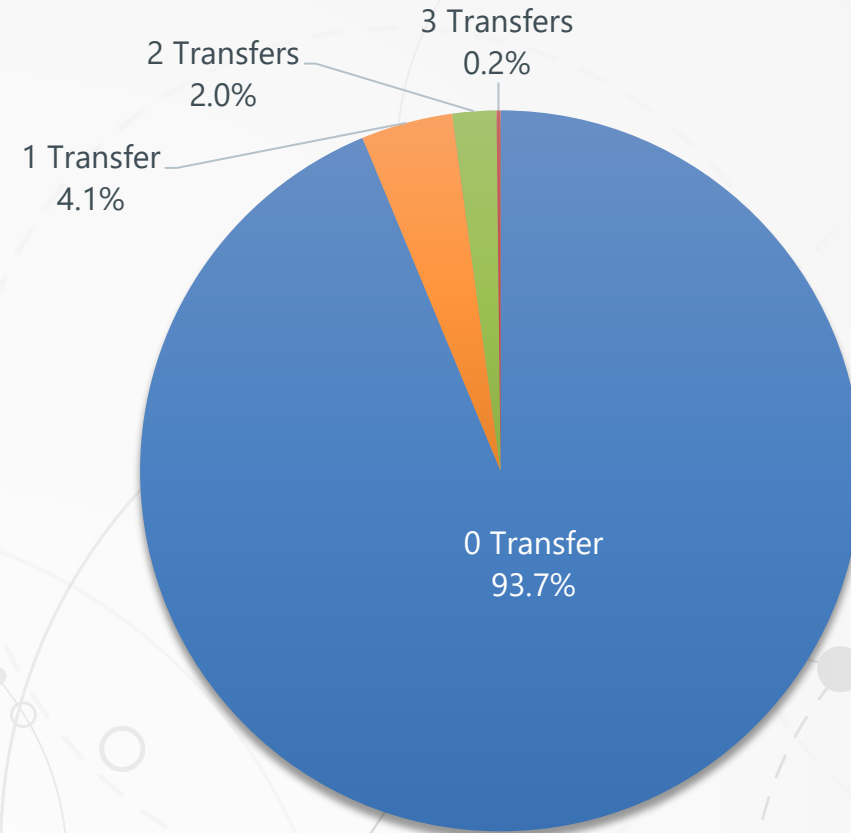


Destination Place Type

System Transfers

79% of first transfers made to other Chapel Hill Transit Routes

21% made to GoTriangle Routes

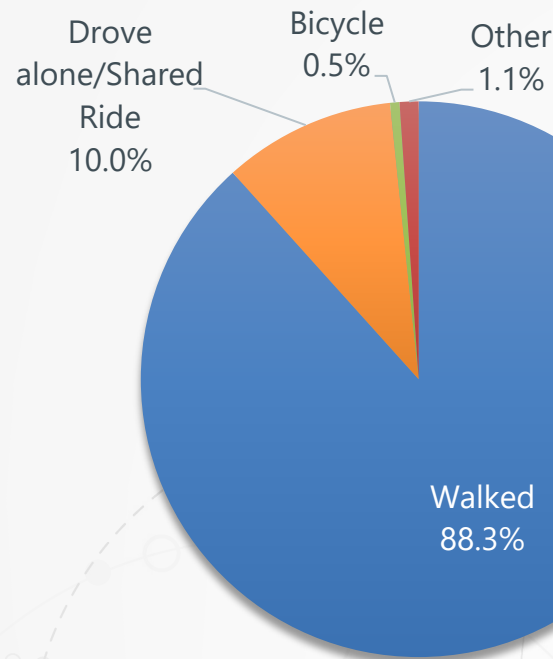


Total number of in-system transfers

Getting to the Bus

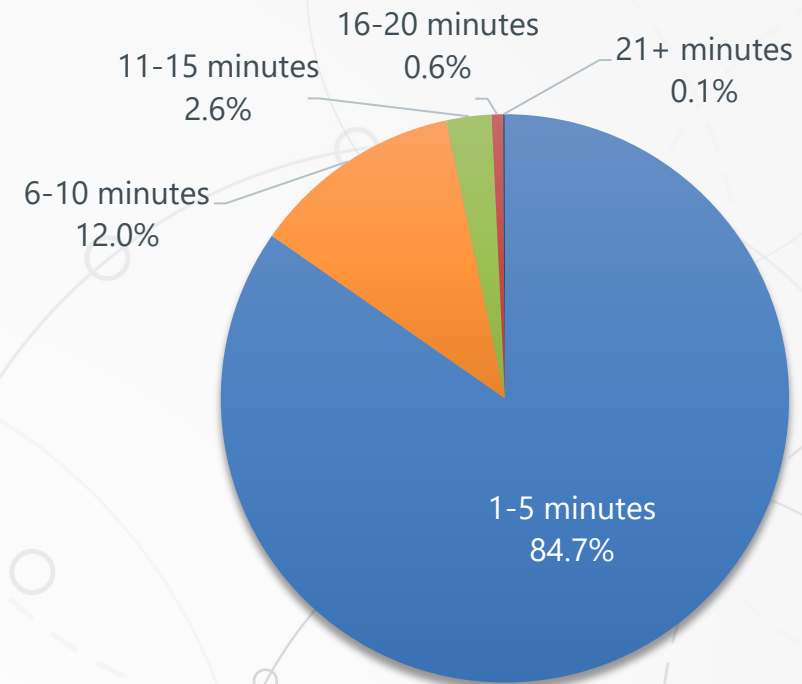
Mode of Transportation & Time Taken

Majority of the riders walked to the bus stop
(Other includes scooter, Uber/Lyft/taxi, or other mode)



Mode of Transportation - Origin

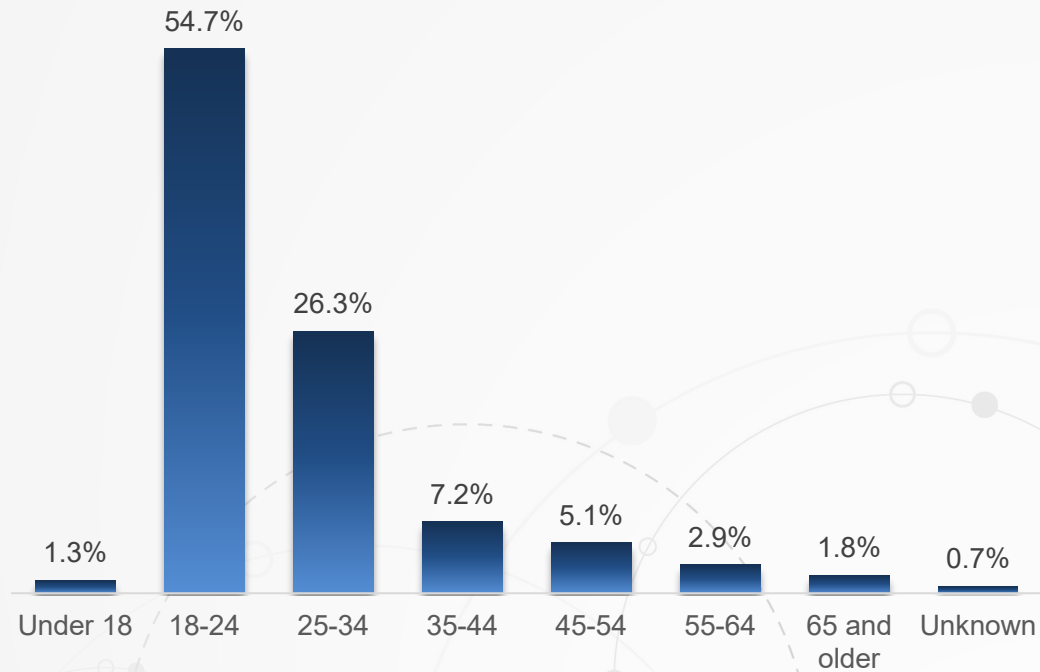
Majority of the riders took 1-5 minutes to reach the bus stop from their origin



Time taken to reach the bus stop from origin

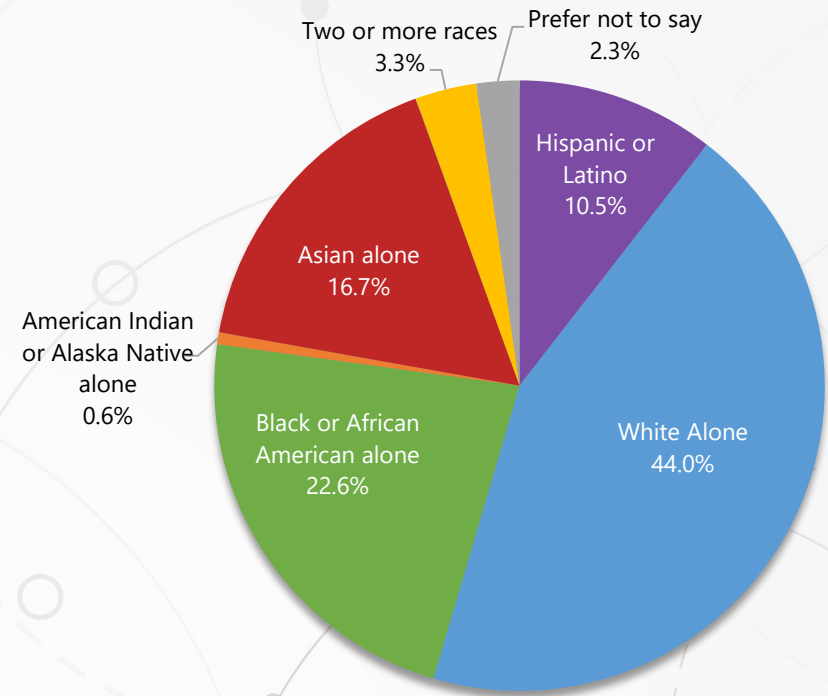
Age / Race and Ethnicity

**Largest share of riders are between
18 and 24 years old (54.7%)**



Age

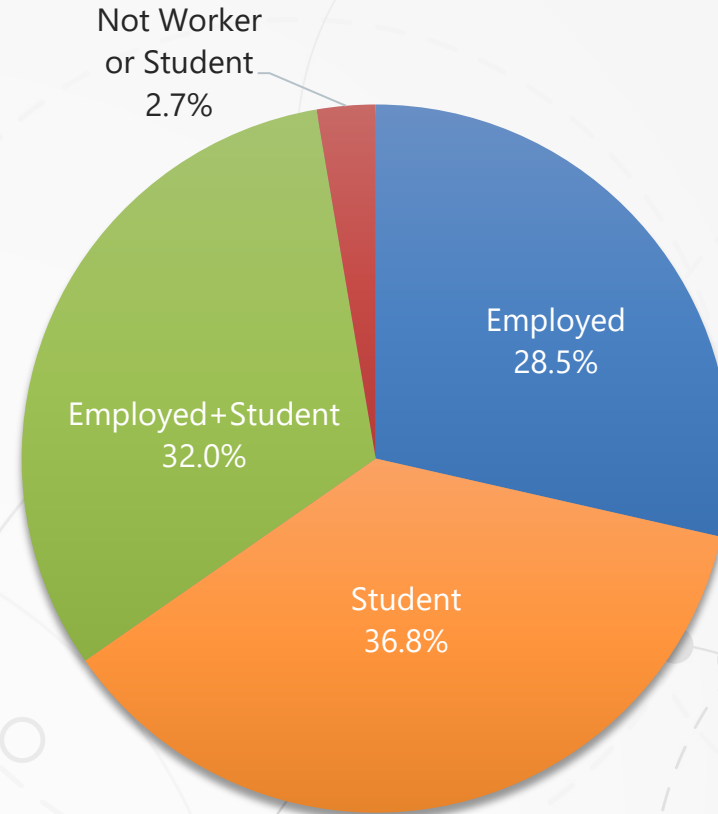
**Largest share of riders identified
as White (44%)**



Race and Ethnicity

Employment Status

68.8%
of the riders are students
(including both employed and unemployed)



Combined Employment-Student Status

Household Income and Vehicle Ownership

Most riders are from
low-income households

Many riders are dependent
on transit



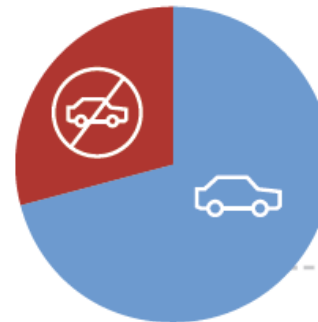
78% of all riders have a valid drivers license



33% of all riders earn less than \$25,000

29%

live in a household with no vehicle



71%

live in a household with one or more vehicles

→ within that 71% we asked...

Could you have used one of these vehicles to complete this trip?

Yes **52%** No **48%**

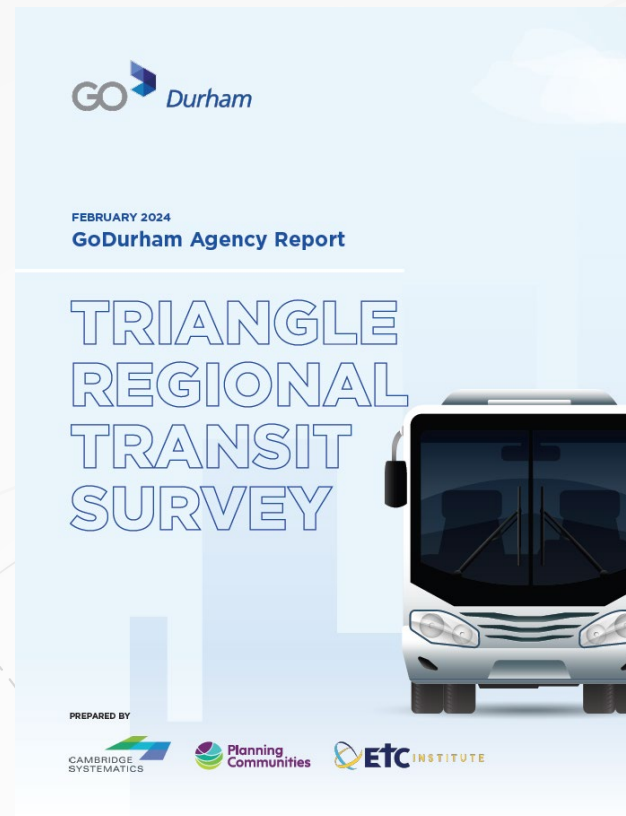
Deliverables Snapshot



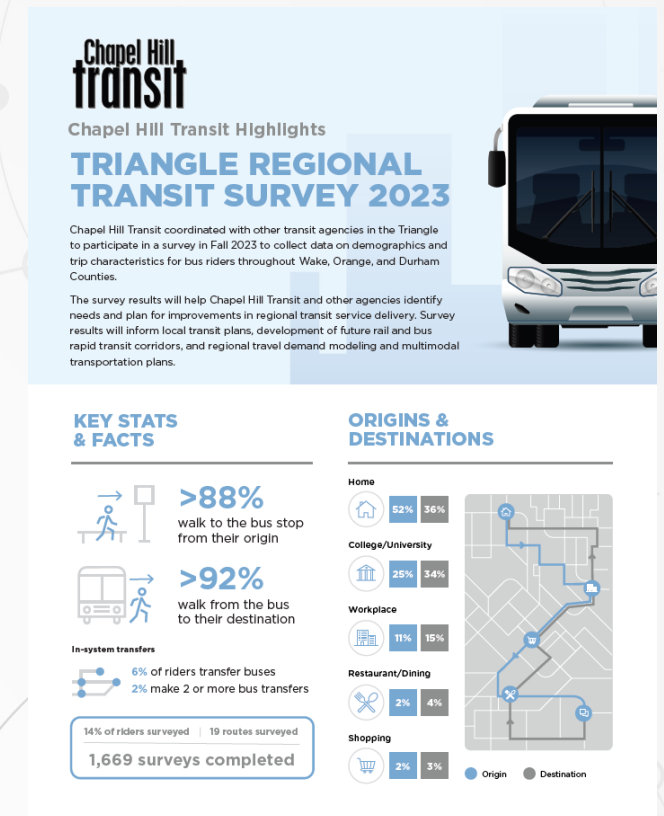
All Systems Report



*Agency Reports

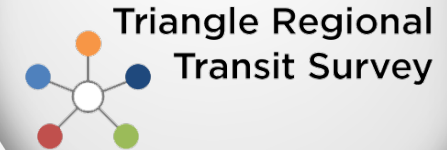


Agency Fact Sheets

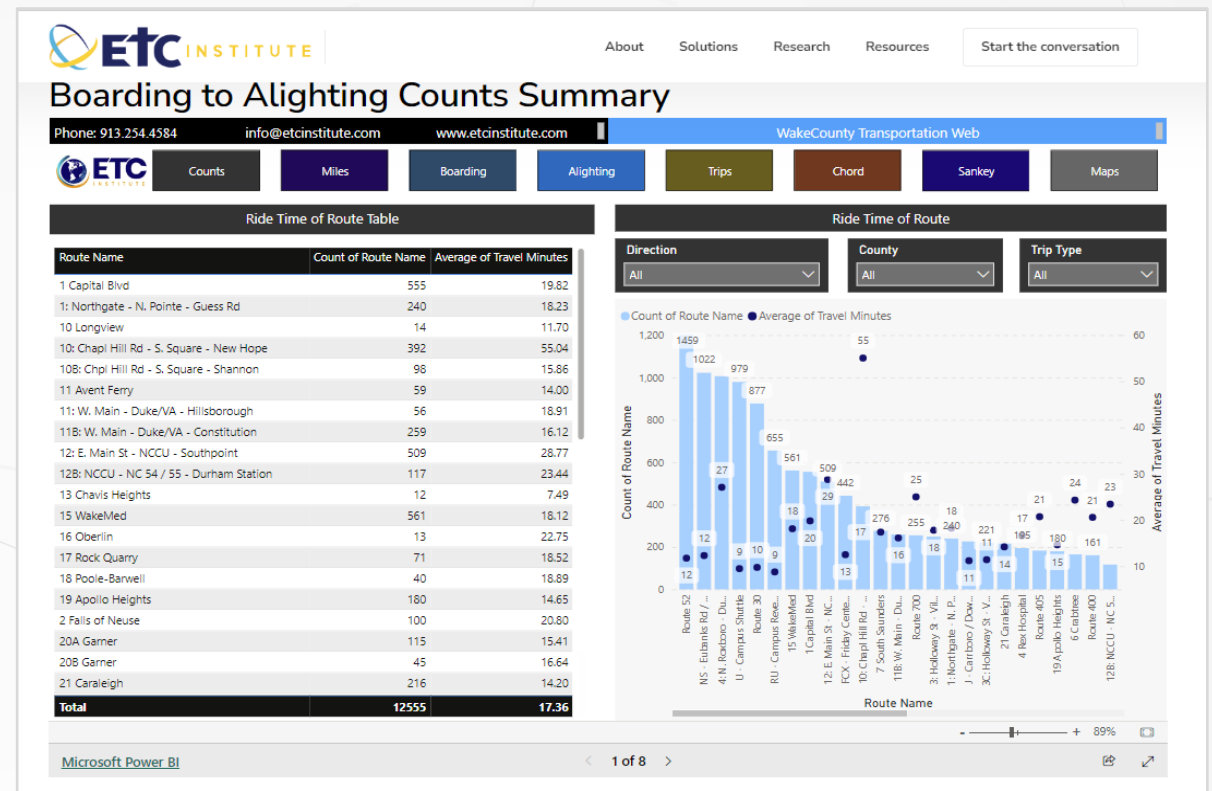
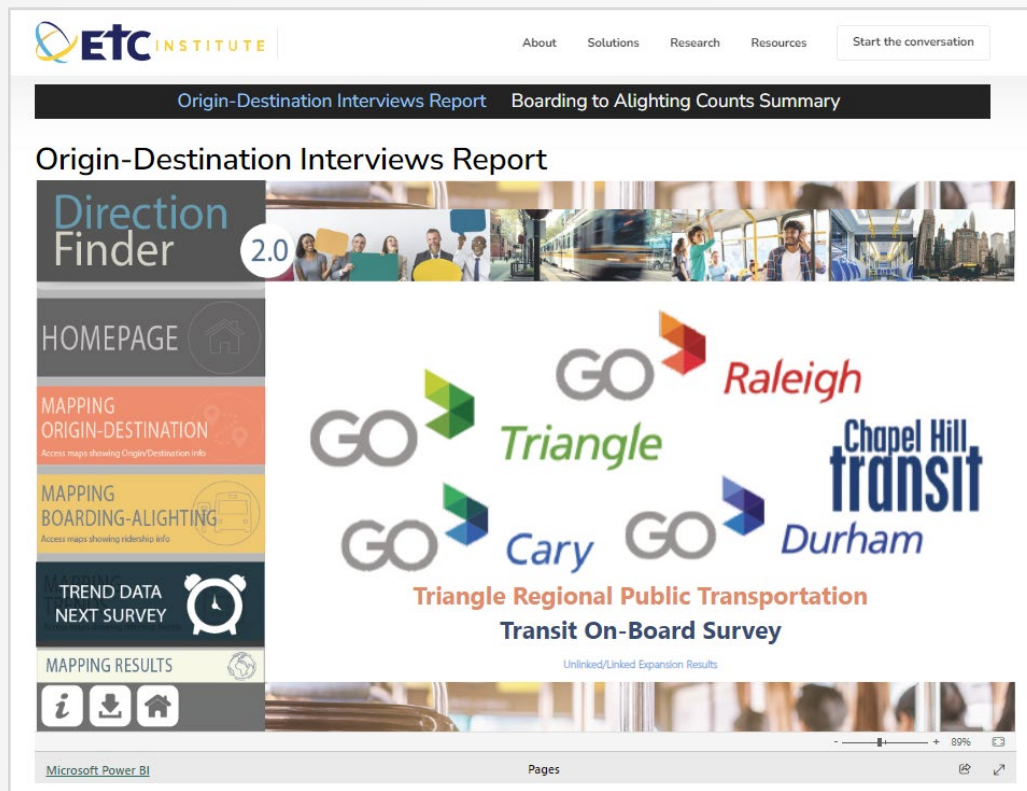


*Orange County Transit and Piedmont Authority for Regional Transportation received Memos

Dashboard



<https://etcinstitute.com/triangle-wake-county-nc-transit-portal/>



Triangle Regional Transit Survey Contact Information

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