



# Chapel Hill Transit Short Range Transit Plan

October 2019 - ACT

**N** NELSON  
NYGAARD

# SRTP Team

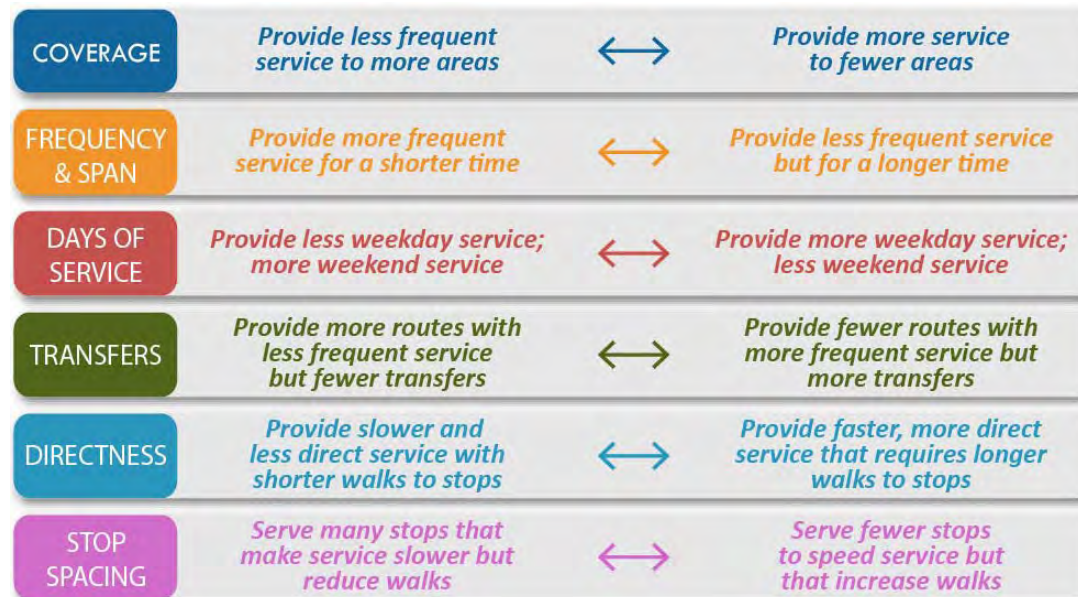
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- Project Manager
  - Consultant Team (Nelson/Nygaard)
- Policy Committee
  - UNC
  - Town of Carrboro
  - Town of Chapel Hill
- Technical Committee
  - UNC
  - Town of Carrboro
  - Town of Chapel Hill



# SRTP Project Goals

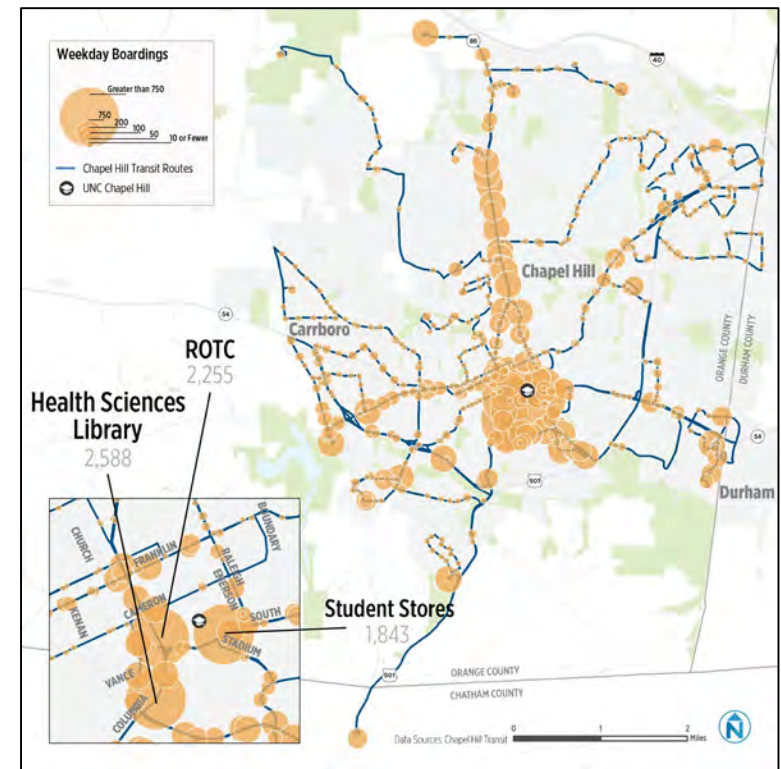
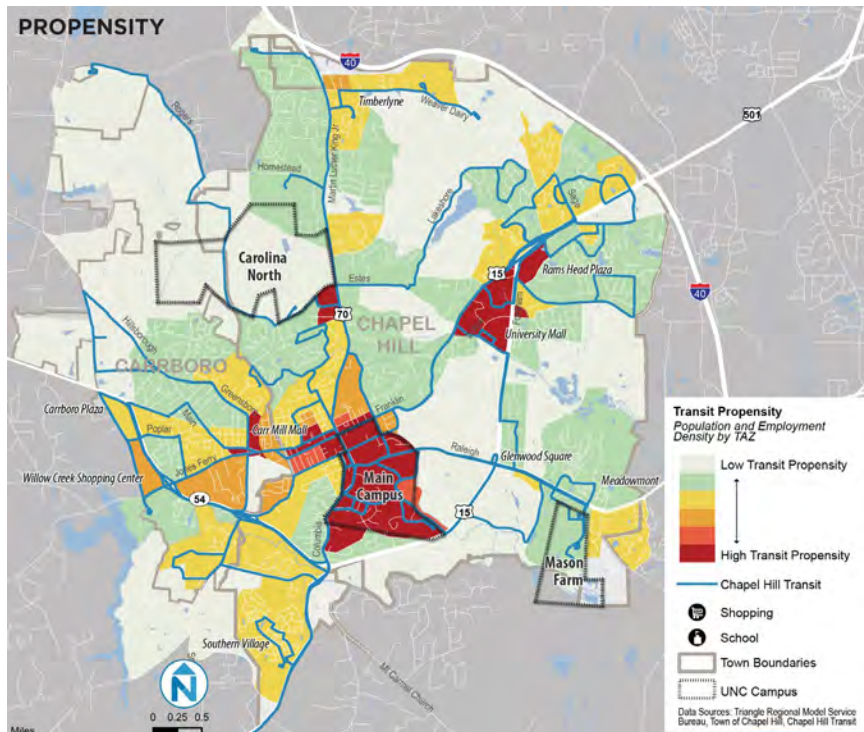
- Improve transit mode shift
- Increase ridership
- Create high frequency transit corridors
- Emphasize equity—where transit service is most needed
- Improve weekend service
- Enhance the convenience of living without a private vehicle





# Inputs into S RTP

- Ridership Patterns
- Existing and Proposed Land Uses
- Socioeconomic Analysis
- Public and Stakeholder Feedback



# Phase I Outreach Prior to Initial Scenarios

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- The most important decision-making factors were improving accessibility to transit and making transit available in more places at more times of day.
- Top requests were for more frequent weekday/Saturday service, evening service, and Sunday service.

## Three Scenarios were Created for Public Comment



## Scenario 1: Maximize Ridership



## Scenario 2: Improve Weekend Service



### Scenario 3: “Start from Scratch”



# Nearly 1,800 Participants in Phase II Outreach

- Policy/Technical Committee meetings
- Public meetings: 75 attendees
  - UNC Hospitals
  - UNC Student Union
  - Chapel Hill
  - Carrboro
- Online Survey: nearly 1,700 responses



## Phase II Outreach Key Takeaways

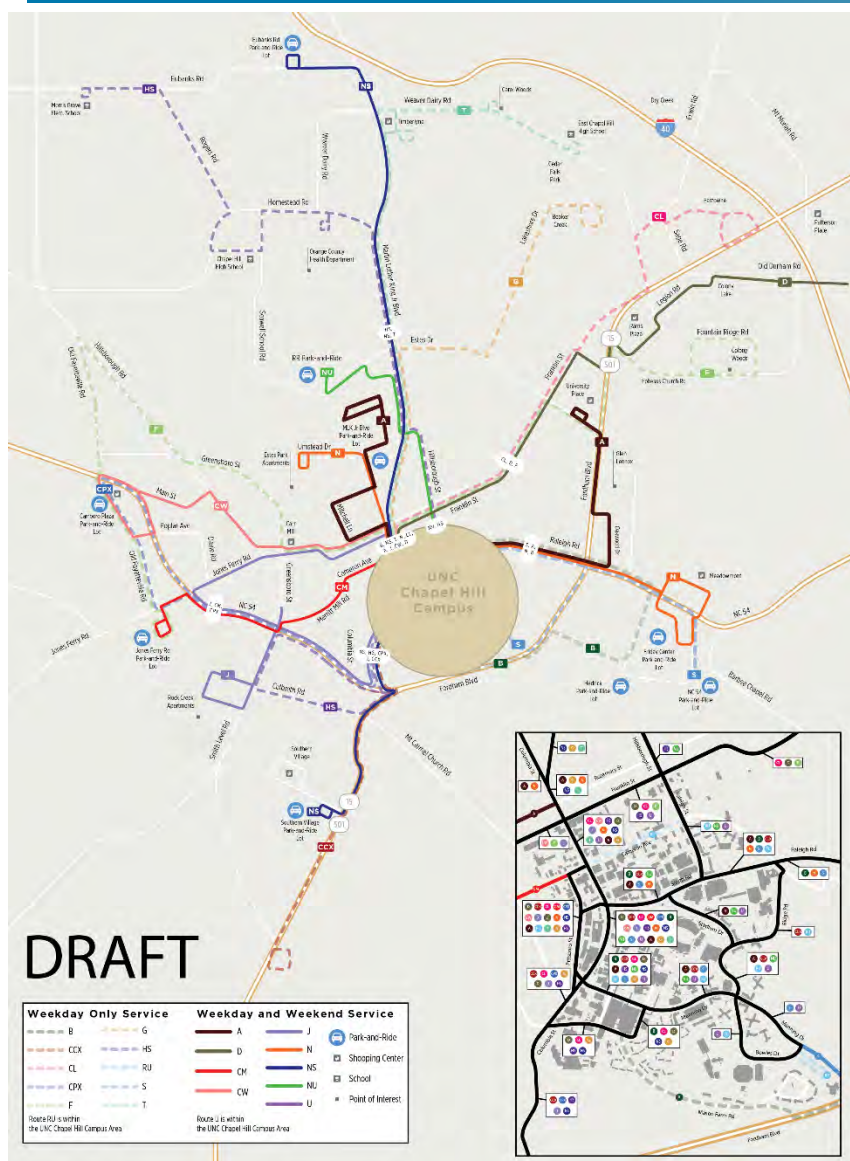
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- Support for better frequency on high ridership routes
- Support for better weekend service, particularly Sundays
- Desire to keep service in neighborhoods

**Preferred Alternative Reflects This Feedback!**

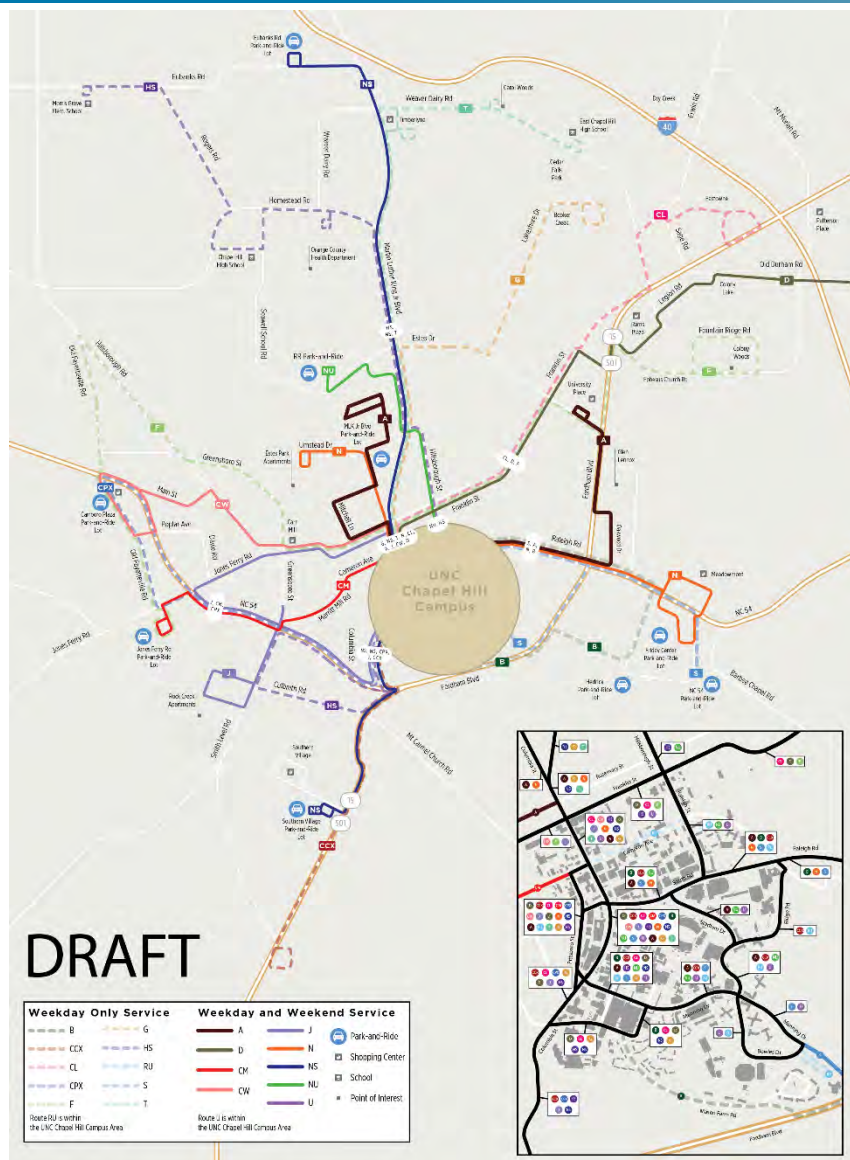


# Key Themes of Preferred Alternative



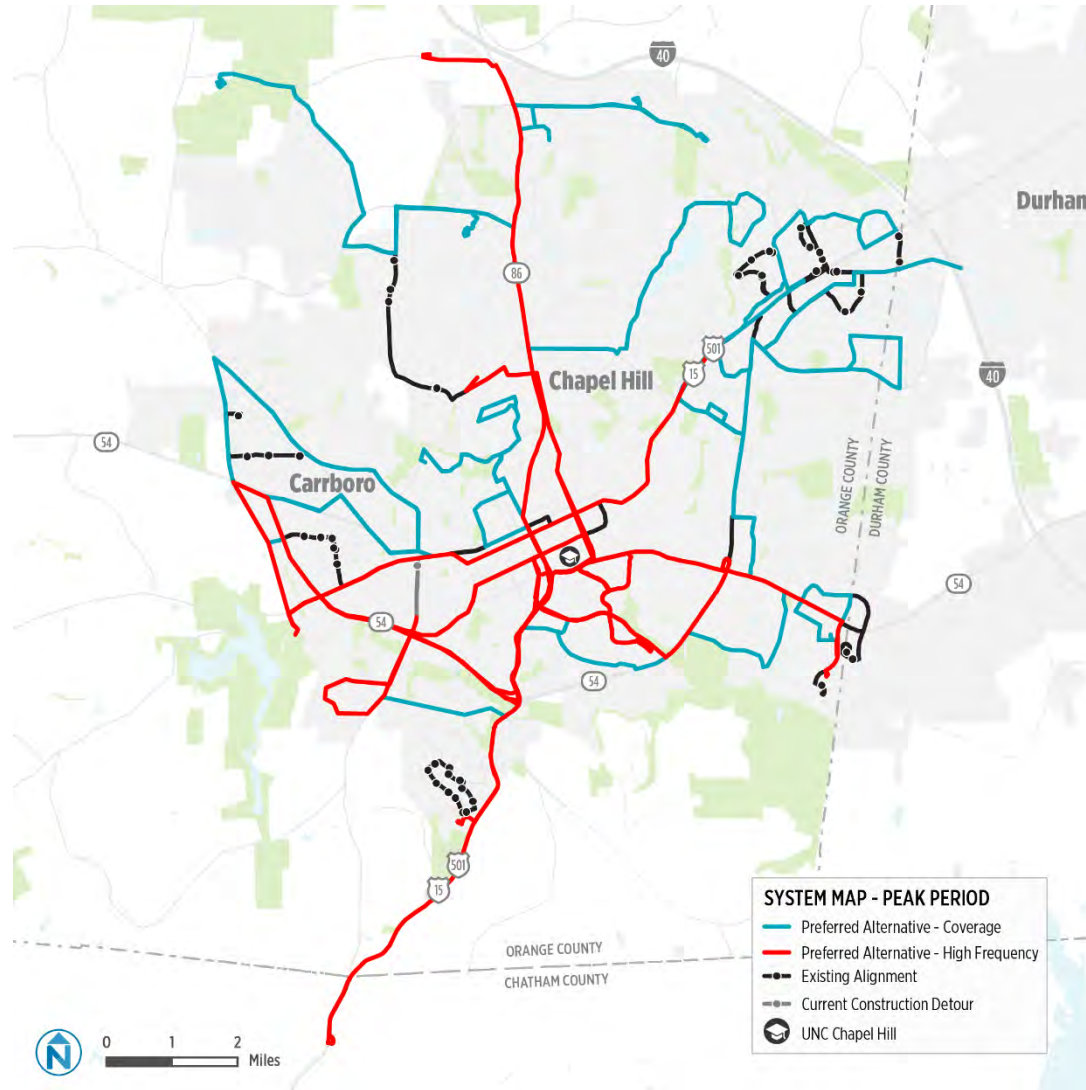
- High frequency transit core with lower frequency coverage routes
- Improved weekend service throughout the system
- Improved frequency on overcrowded routes
- Simplified service to improve efficiency and maintain coverage area

# Preferred Alternative: Coverage Maintained & Weekend Service is Improved



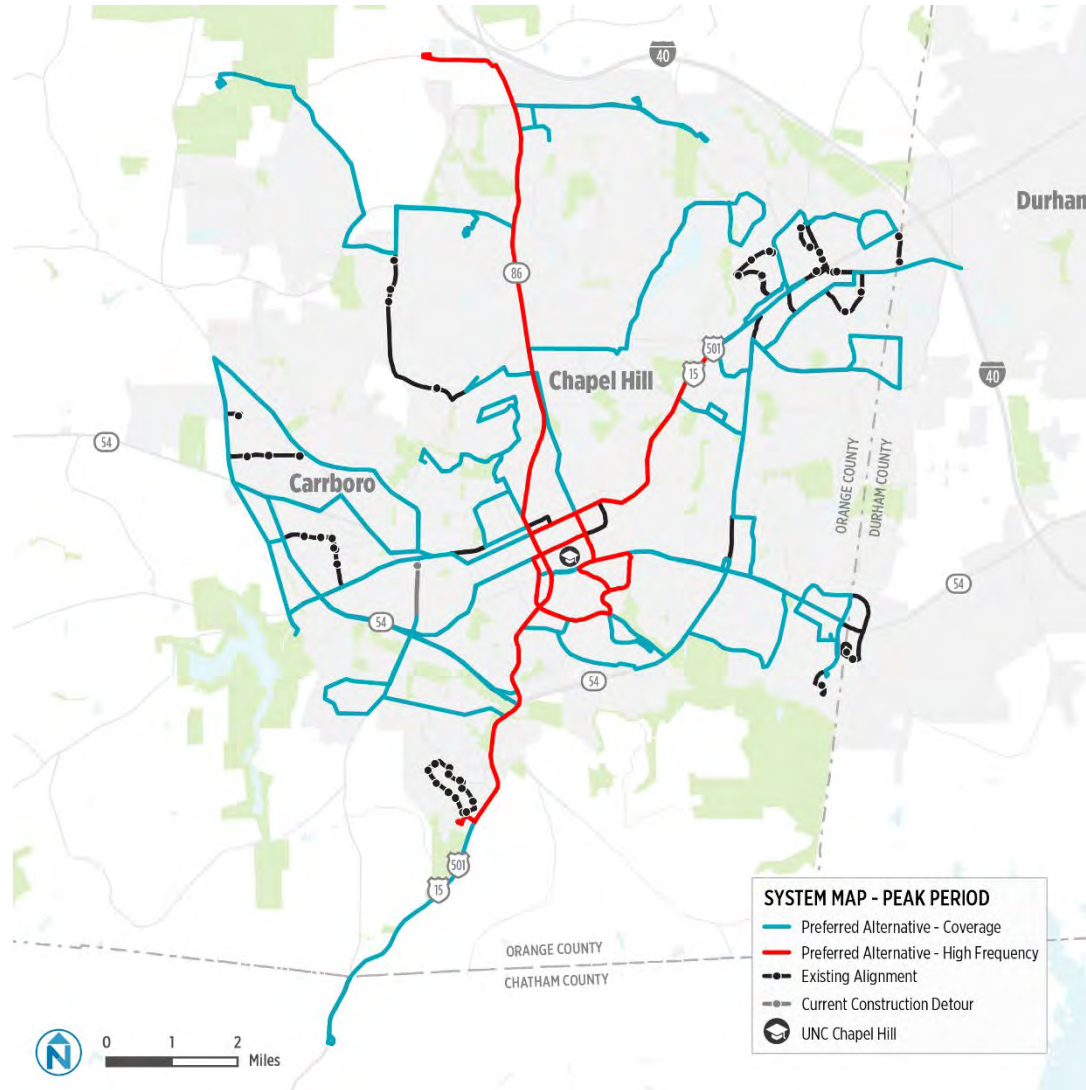
- Simplified service
- Coverage area is mostly unchanged
- High frequency transit core
  - 5 to 15-minute peak frequency on key routes
- Lower frequency coverage network
  - Hourly service on strategic routes
- Savings used to expand weekend service, including Sunday

# Preferred Alternative: Proposed Peak Frequency

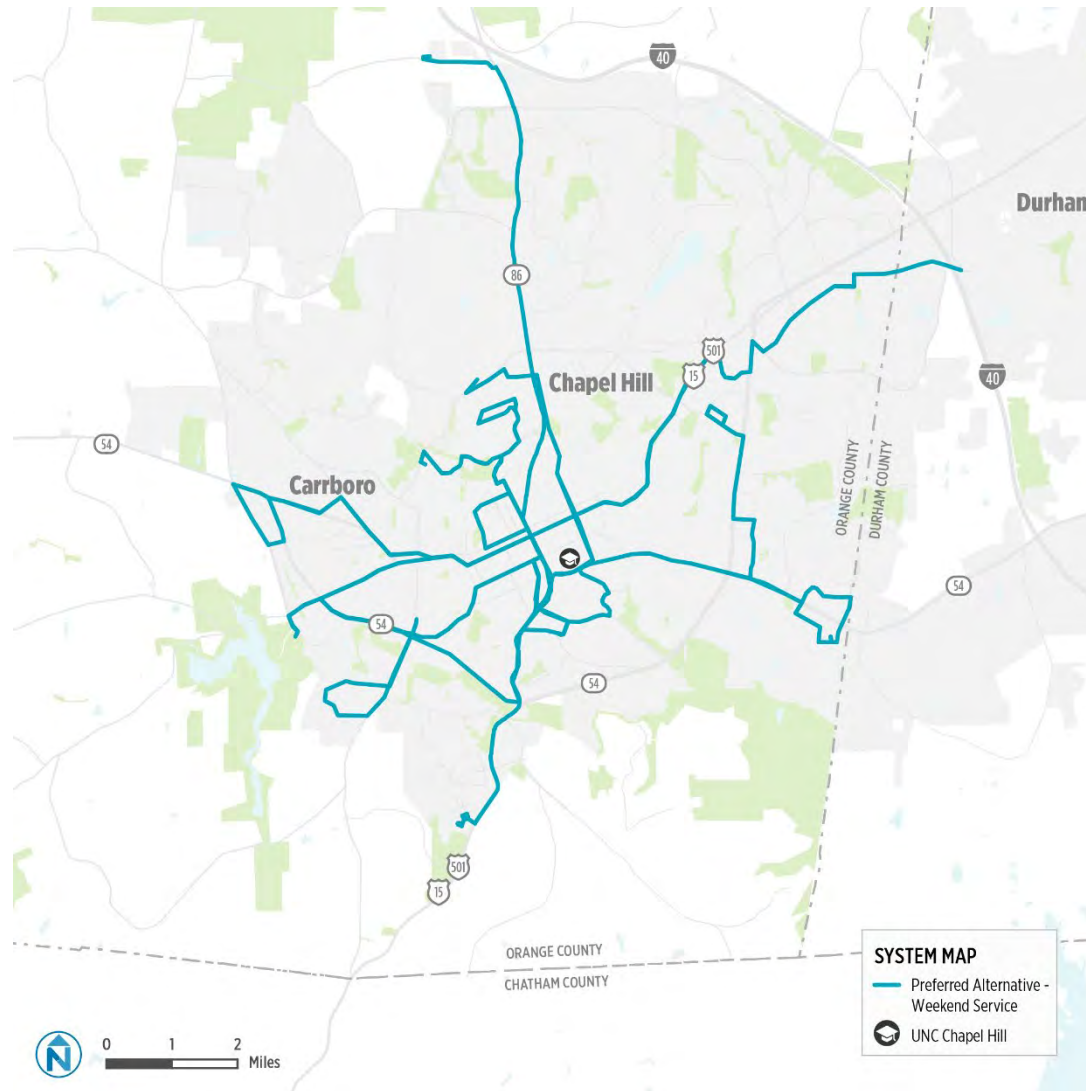




# Preferred Alternative: Proposed Midday Frequency



# Preferred Alternative: Saturday and Sunday Service



# Preferred Alternative Meets Project Goals

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- ✓ Improve transit mode shift
- ✓ Increase ridership
- ✓ Create high frequency transit corridors
- ✓ Emphasize equity—where transit service is most needed
- ✓ Improve weekend service
- ✓ Enhance the convenience of living without a private vehicle





## Next Steps



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- Finalize recommendations based on feedback (Oct-Nov)
- Develop SRTP Final Report (Nov)
- Discuss SRTP recommendations, outreach findings, and unfunded priorities to Partners/Councils (Nov-Jan)





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