Chapel Hill Transit
Short Range Transit Plan

October 2019 - ACT
SRTP Team

- 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 SRTP

- Ridership Patterns
- Existing and Proposed Land Uses
- Socioeconomic Analysis
- Public and Stakeholder Feedback
Phase I Outreach Prior to Initial Scenarios

- 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

- 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

- 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

- 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)