



2016

GODURHAM PROGRESS REPORT

OVERVIEW

In 2016, GoDurham connected 5.9 million passengers to jobs, education and health care with improved bus and paratransit services.

GoDurham is among the most productive transit systems in North Carolina. GoDurham has an average of 30 passengers per hour, compared with GoRaleigh at 23 and Charlotte at 22 passengers an hour.

During the year, it also topped transit systems in Greensboro and Fayetteville.

OPERATIONS & PERFORMANCE >>

With the service enhancements, total revenue hours increased to 196,737 compared with 2015. Service was added on Routes 5 and 5K serving Fayetteville Street and NC Central University, starting at 7 A.M. Monday through Saturday, providing 15-minute service from Durham Station for a majority of the day.

More service was also added on Route 10B with a new departure that adds 15-minute service between Durham Station and South Square. Route 15 service, from downtown toward Brier Creek in Wake County, continued to climb in 2016, growing by 36 percent on weekdays, 29 percent on Saturdays and 70 percent on Sundays. While not among the most productive, it continues to grow.

Falling fuel prices, employment and road construction did affect GoDurham ridership with a drop of 4 percent during the year for a total of 5,919,446. Studies from the American Public Transportation Association show that for every 10 percent drop in fuel costs, transit ridership decreases by 1.8 percent.

The Bureau of Labor Statistics says unemployment in the Durham-Chapel Hill region declined from a peak of 6.7 percent in July of 2013 to 4.6 percent in June of 2016. As more people work, they often have more resources to buy and operate a car, no longer using transit.

On-time performance fell one percent to 83 percent in 2016, because of increased congestion along the Durham Freeway (NC 147), near downtown Durham and around Duke University. The 83 percent on-time performance level remains well above a low of 64 percent in FY2012 when the transit system evaluated, reviewed and redesigned bus schedules for the first time in 20 years.

IMPROVING AMENITIES >>

For many, the bus stop is the public's initial impression of GoDurham and its services. GoDurham is committed to a multi-year program to improve stops so they are easy to identify, meet rider needs and encourage potential users to take transit.

During 2016, two bus stops were upgraded. An existing stop near Angier Avenue and Main Street, Known as the "Hosiery Mill" bus stop, received sidewalk repairs, a shelter and bench. At Five Points, near East Chapel Hill Street and Main Street, a new shelter pad, paver tiles, bus shelter and bench were added along with art work.

Thirty locations have been initially identified for improvements, following a revised improvement process. The changes are expected to reduce the amount of time it takes to get elements of the stop approved and completed. GoDurham hopes to identify and improve an additional 150 bus stops over the next five years.

IMPROVING SERVICE

GoDurham continued to focus its resources on customer service and safety. Customer satisfaction improved significantly. There was a 26 percent drop in complaints, and a three percent drop in preventable accidents. Several factors contributed to the increased customer satisfaction. GoDurham repowered and refurbished some of its fixed-route buses by replacing engines, floors and seats and upgrading the vehicle interiors. All of Durham's 54 buses receive daily safety and maintenance checks by their operator before beginning a route.

GODURHAM ACCESS >>

The GoDurham Access demand response service continues to be reliable transportation for qualified seniors and disabled riders that are unable to take advantage of the city's bus system.

ACCESS ridership rose five percent in 2016, serving 213,152 passengers in FY16, including 128,777 paratransit passengers. Total service miles also rose, with 1,718,295 miles, up eight percent from the previous year. Paratransit miles rose to 1,034,633 paratransit miles.

GODURHAM ACCESS » (continued)

ACCESS/Paratransit service was enhanced with the purchase of 14 light transit vehicles and low-floor accessible minivans. The new vehicles have been very popular among customers and operators.

Customer service saw major improvements with a new communications system that allows ACCESS customers to receive phone, email and/or text notifications when their vehicle is nearing their pickup location. They also get next day reservation reminders, adverse weather alerts and more. The system was purchased with an NCDOT advanced technology grant.

Safety remains a key component in service with daily checks by operators of the 48 ACCESS vehicles.

COMMUNITY ENGAGEMENT »

GoDurham remains a key partner in community events. The “Stuff the Bus” campaign collected over 4,000 pounds of perishable items for the Food Bank of Eastern and Central NC. Staff also helped Habitat for Humanity, the Bull City Stand Down for Veterans and Project Homeless Connect. In addition, GoDurham participated in the City’s holiday parade as well as provided various outreach to the local schools, educating students on transit options.

Community events provided GoDurham staff with an opportunity to interact with customers on a personal level and help facilitate conversations about specific transit service needs within the community. An East Durham event focused on jobs while a Senior Playstreets event focused on health issues.

NEXT STEPS »

The goals for 2017 include a new short range planning process that will improve the look, frequency, and reliability of GoDurham bus routes. That’s expected to help on-time performance and improve customer service. Video surveillance on vehicles will also be improved as more cameras will be purchased. Fifteen new 40-foot buses will join the fleet and are expected on the road by the fall of 2017. GoDurham will become the second transit provider in the region to offer Wi-Fi to customers, so they can browse the internet while traveling on our buses.

GoDurham ACCESS will add six replacement vehicles.

HOURS OF OPERATION >>

Monday-Saturday

5:30 a.m. – 12:30 a.m.

Sundays and Holidays

6:30 a.m. – 9:30 p.m.

Fares

GoDurham Cash Fare: \$1 one-way

GoDurham ACCESS Cash Fare: \$2 one-way

Other passes and tickets available. Please visit <http://godurhamtransit.org> for more information.

Pass/Ticket Sales Locations

GoDurham Office 1903 Fay Street, Durham NC, 27704.

8:00 a.m. – 5:00 p.m. (Monday – Friday)

Durham Station Transportation Center, located at 515 W Pettigrew Street, Durham NC 27701.

6:00 a.m. – midnight (Monday-Saturday) and 7:00 a.m. – 9:00 p.m. (Sundays and Holidays).

GoDurham is managed by GoTriangle for the City of Durham. For more information, visit <http://godurhamtransit.org> or call the GoTriangle Regional Transit Information Center at 919-485-RIDE (7433).

