



Chapel Hill Transit Short Range Transit Plan Chapel Hill Town Council

February 26, 2020



Agenda

- Introductions
- Project Recap
- Unfunded Priorities
- Next Steps



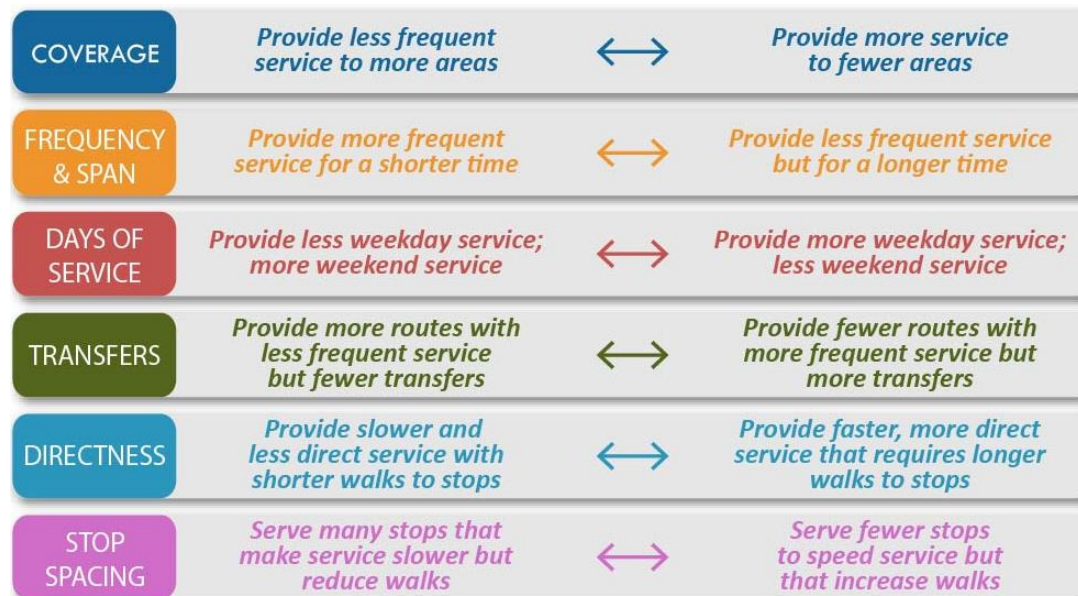
SRTP Team

- 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
- Transit Partners Committee



S RTP 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

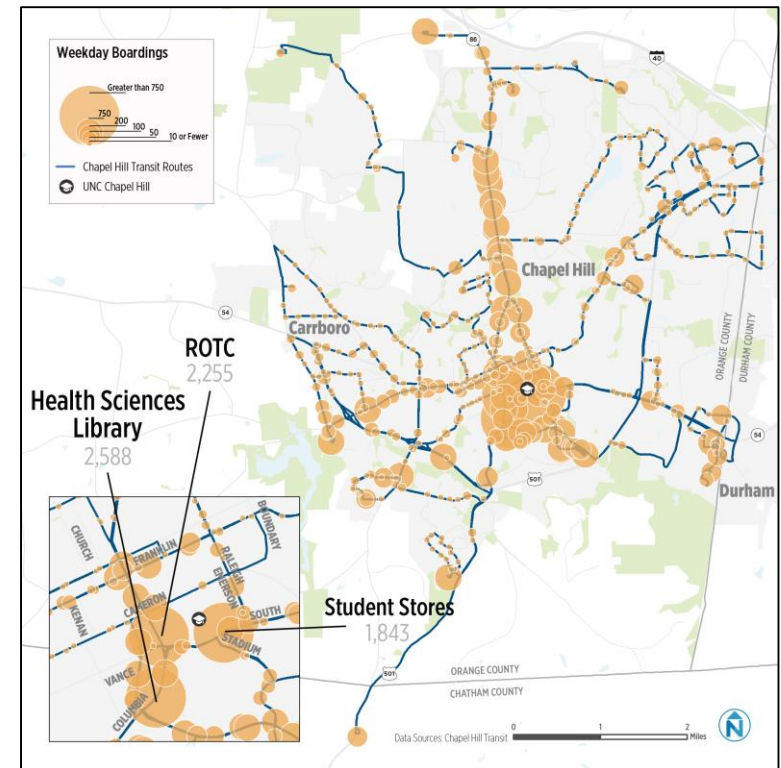
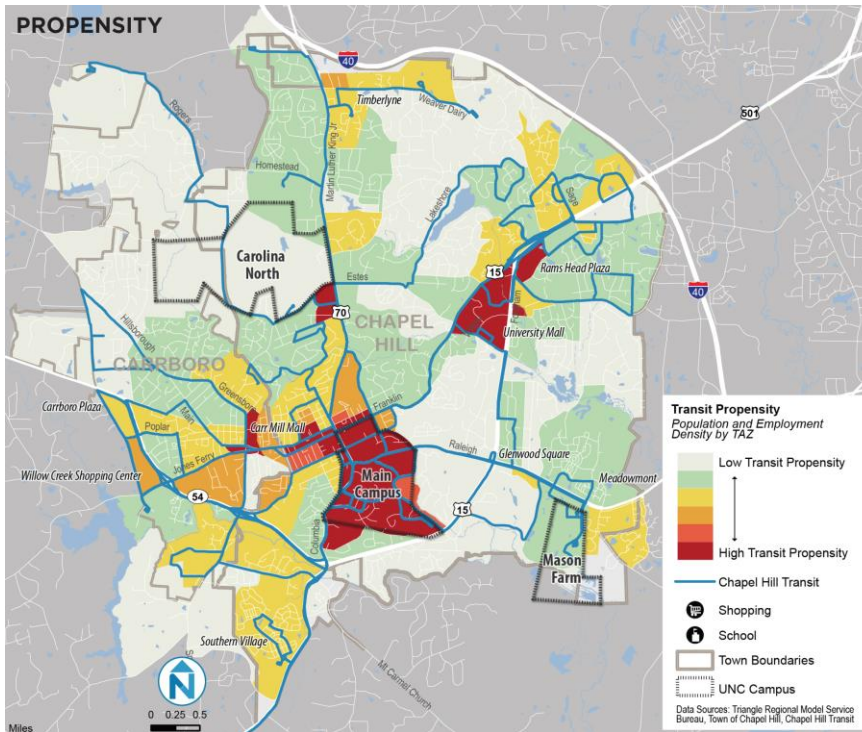




Project Recap

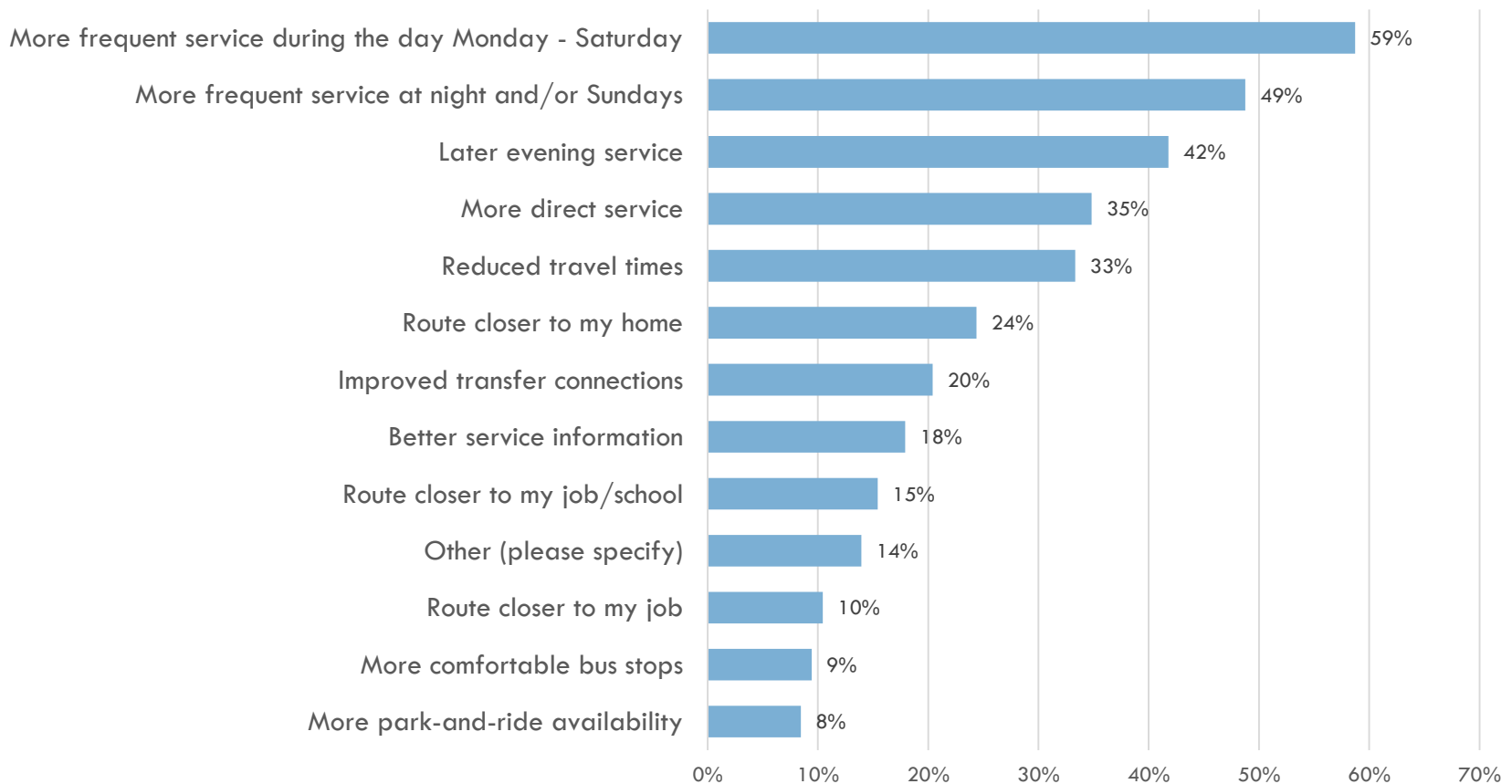
Inputs into S RTP

- Ridership Patterns
- Existing and Proposed Land Uses
- Socioeconomic Data
- Customer and Stakeholder Feedback

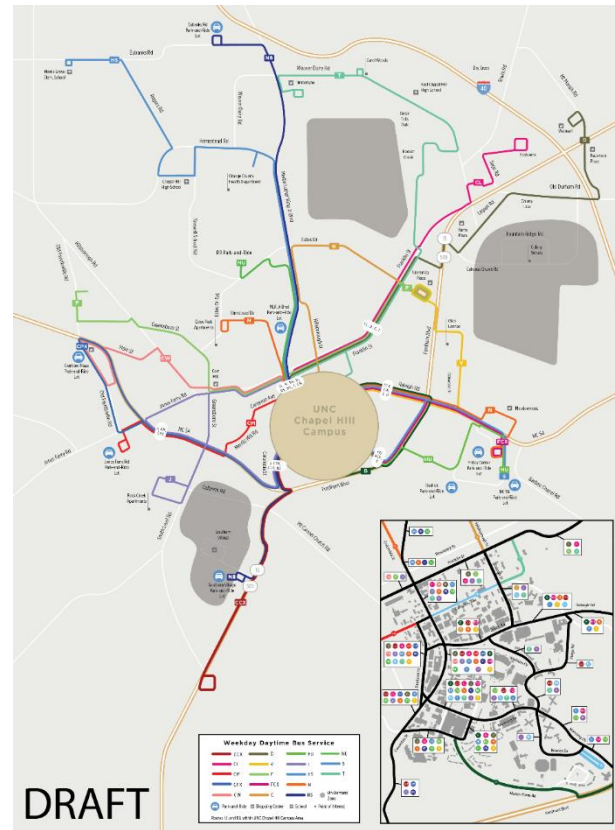


Phase I Outreach September-October 2017

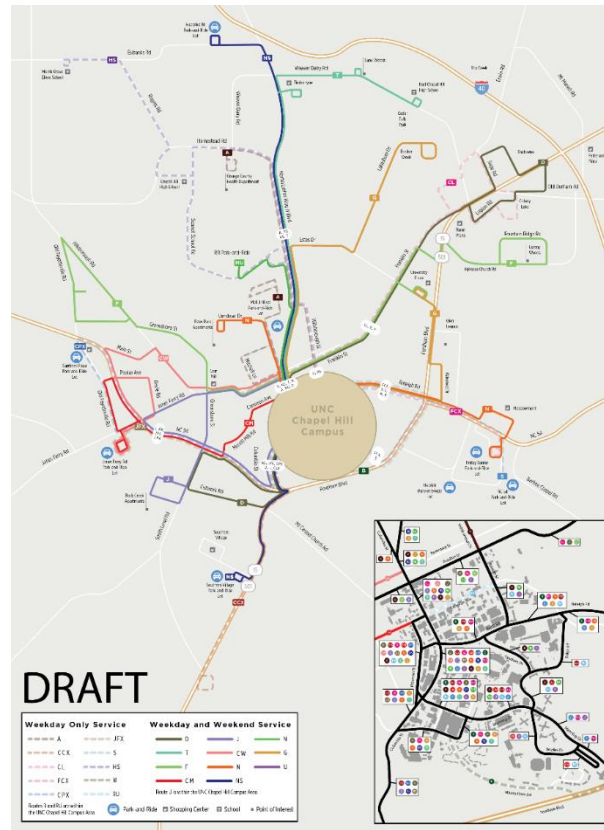
- Opportunity to provide input about transit needs
- Policy/Technical Committee meetings
- Public meetings



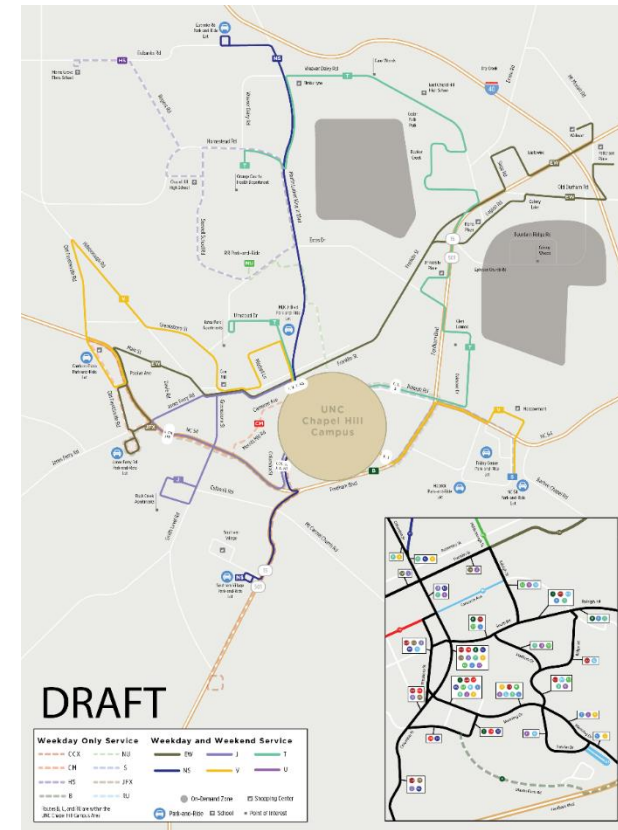
Three Scenarios were Created for Public Comment



**Scenario 1:
Maximize Ridership**



**Scenario 2:
Improve Weekend
Service**



**Scenario 3:
"Start from Scratch"**

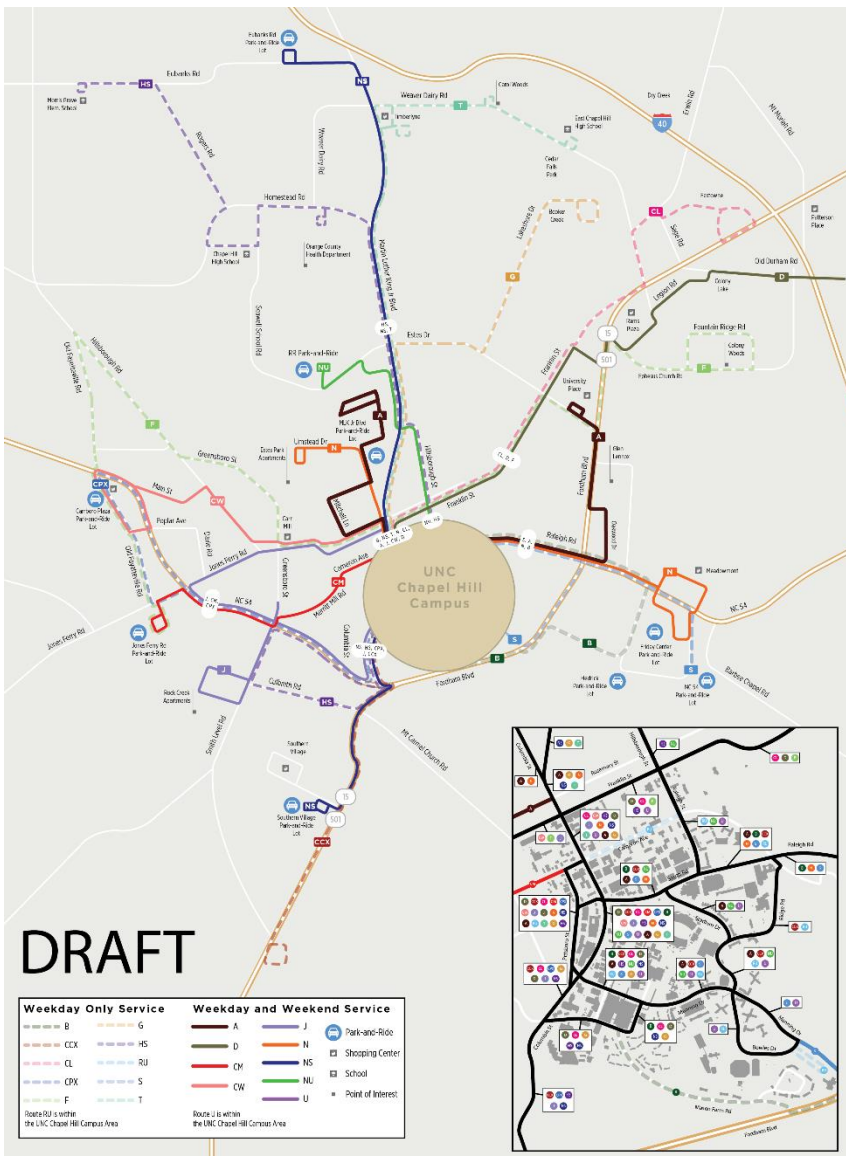
Phase II Outreach- January-February 2018

- Opportunity for comment on service scenarios
- Policy/Technical Committee meetings
- Public meetings
- Online Survey



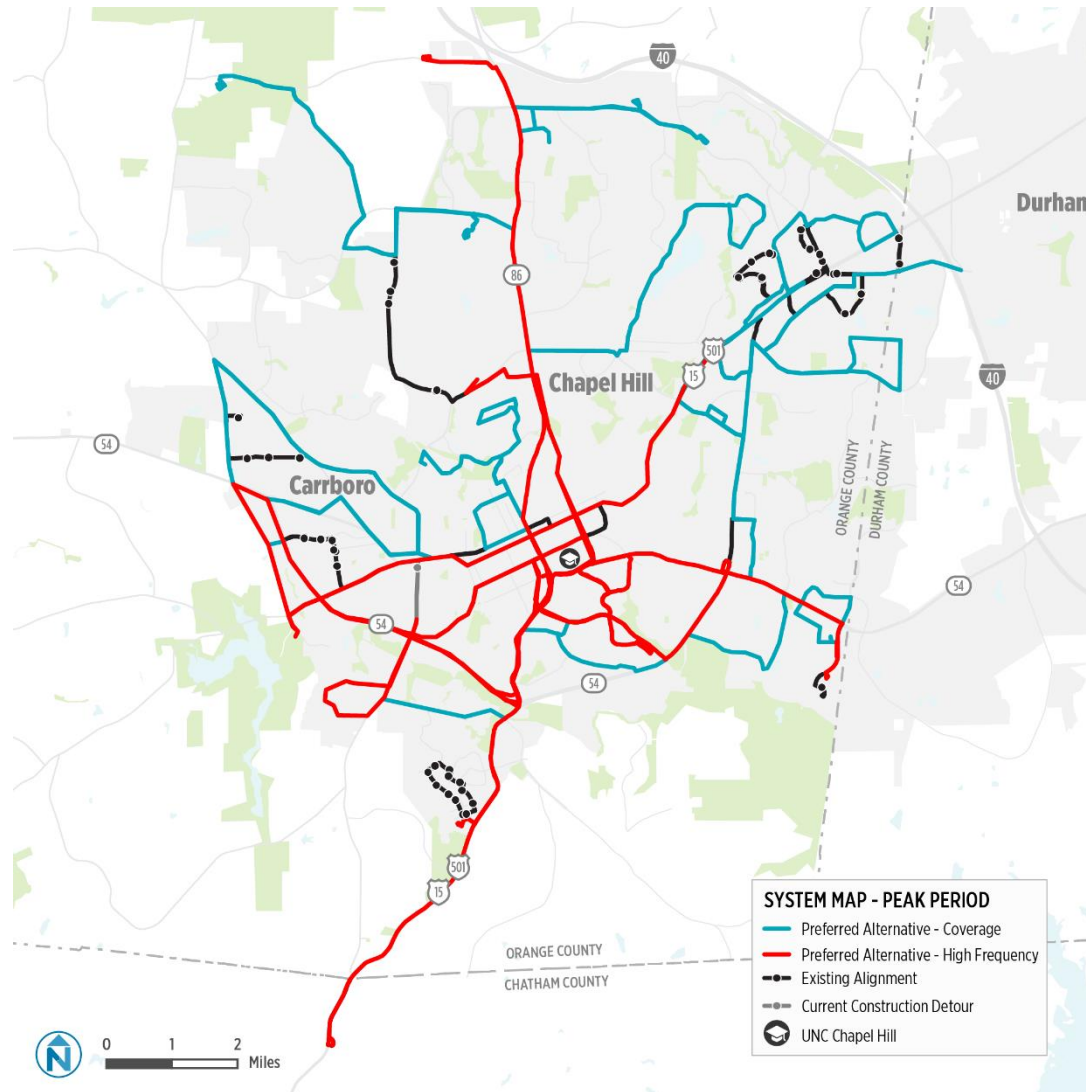
- Themes:
 - Support for better frequency on high ridership routes
 - Support for better weekend service, particularly Sundays
 - Desire for service coverage

Initial Preferred Alternative (IPA): Coverage Maintained & Weekend Service is Improved

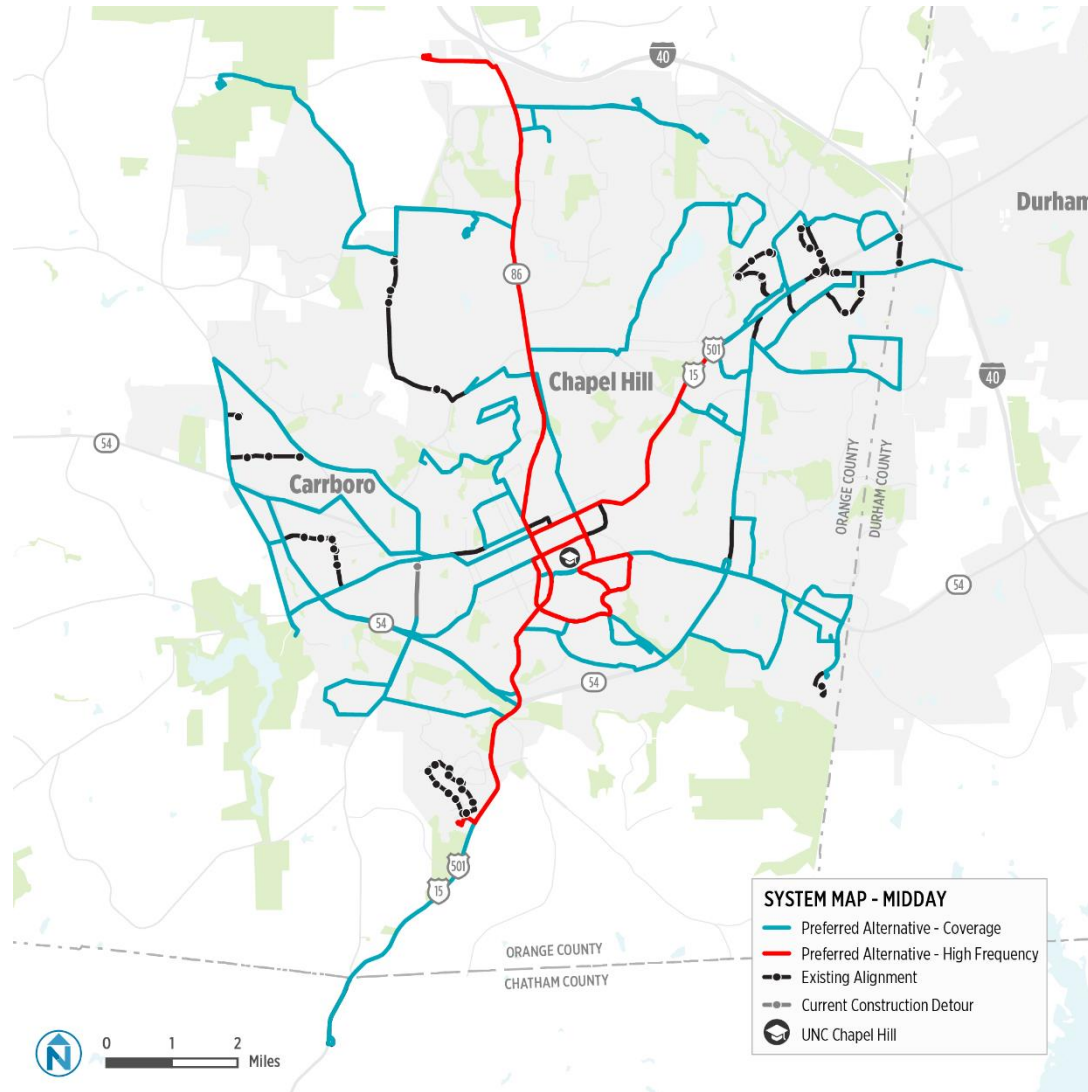


- Phase II feedback used to create IPA:
 - Simplified routes where possible
 - Coverage area is mostly unchanged
 - High frequency transit core (5 to 15-minute peak frequency on key routes)
 - Hourly frequency on strategic routes
 - Weekday savings used to expand weekend service, including Sunday

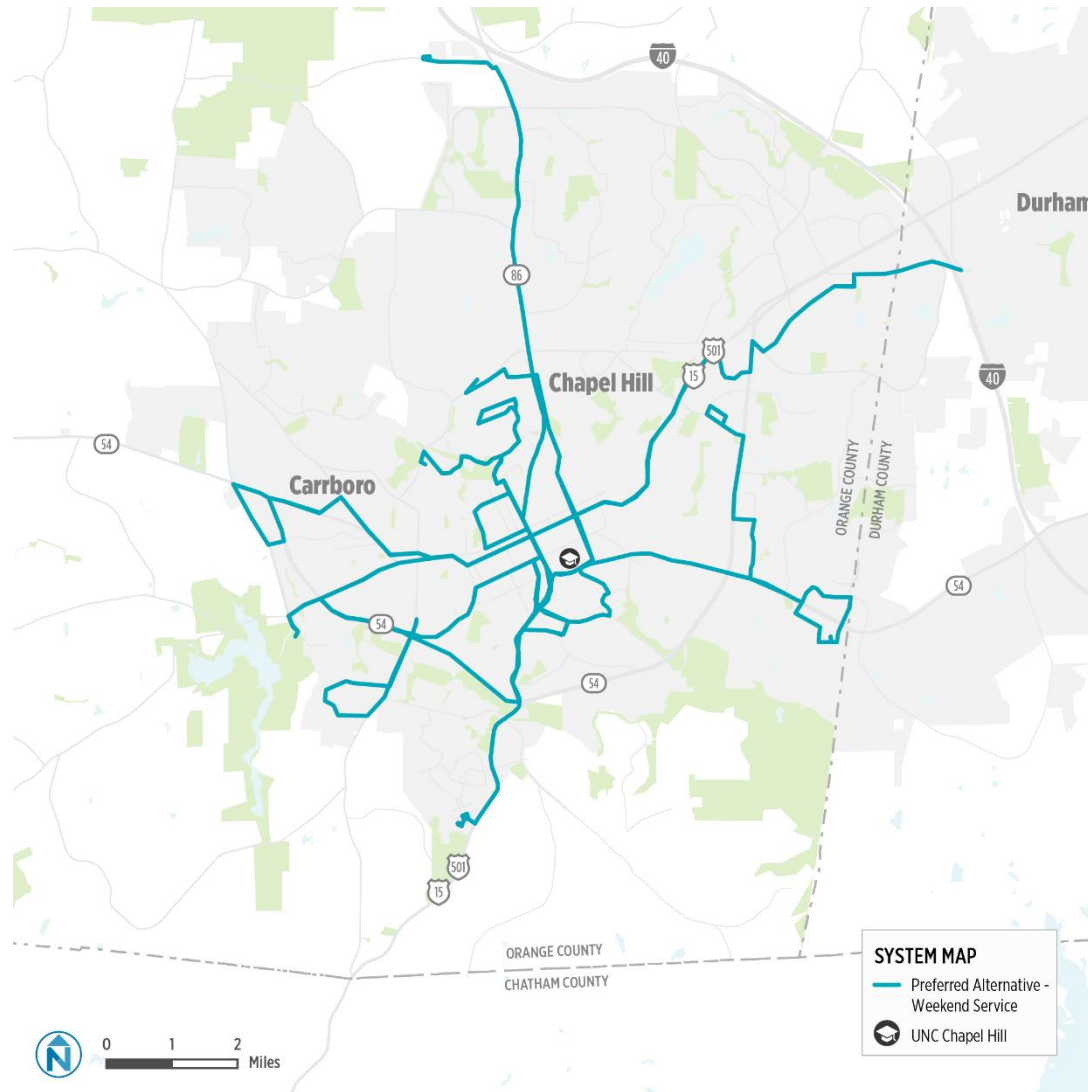
Preferred Alternative: Proposed Peak Frequency



Preferred Alternative: Proposed Midday Frequency



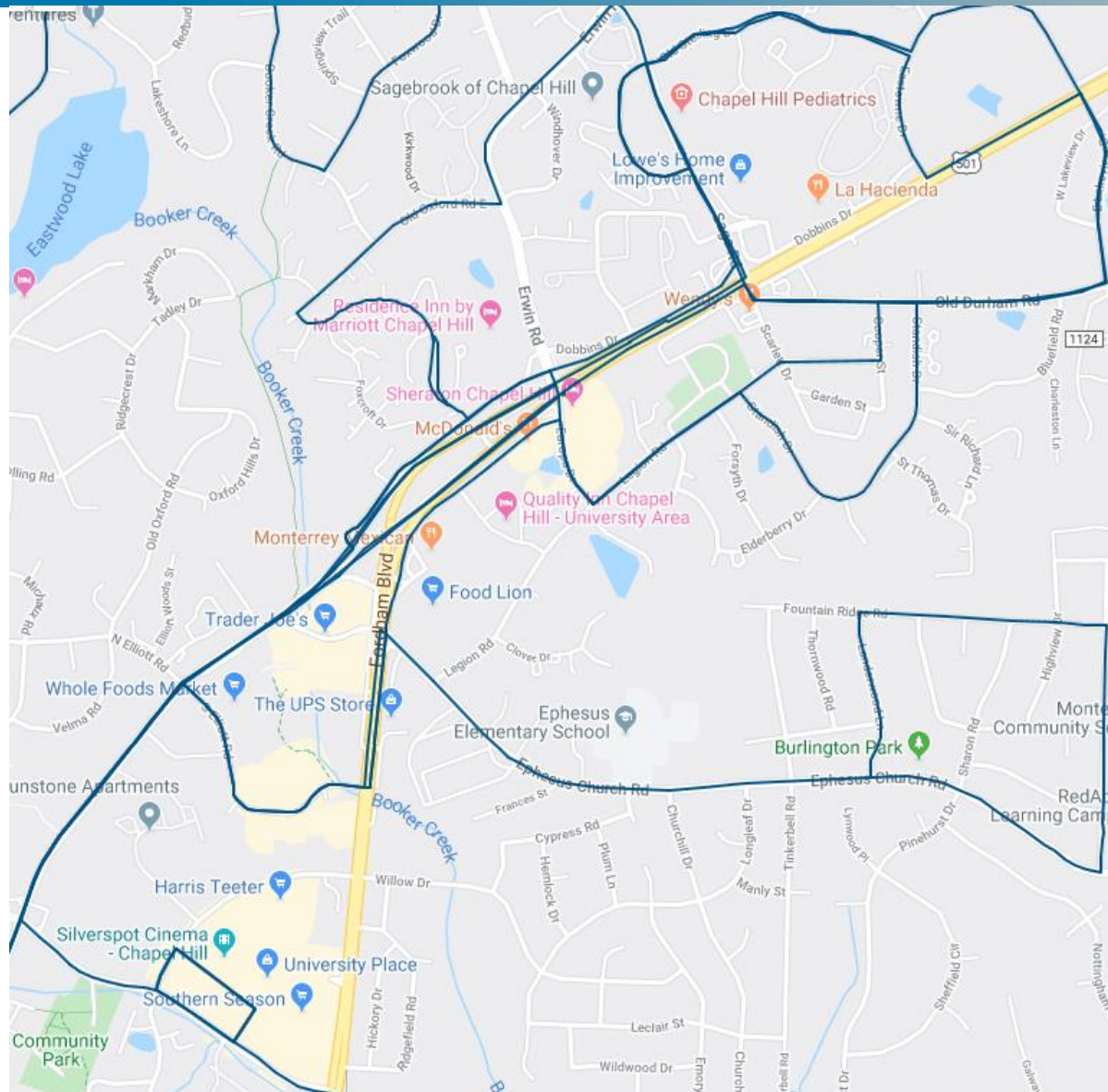
Preferred Alternative: Saturday and Sunday Service



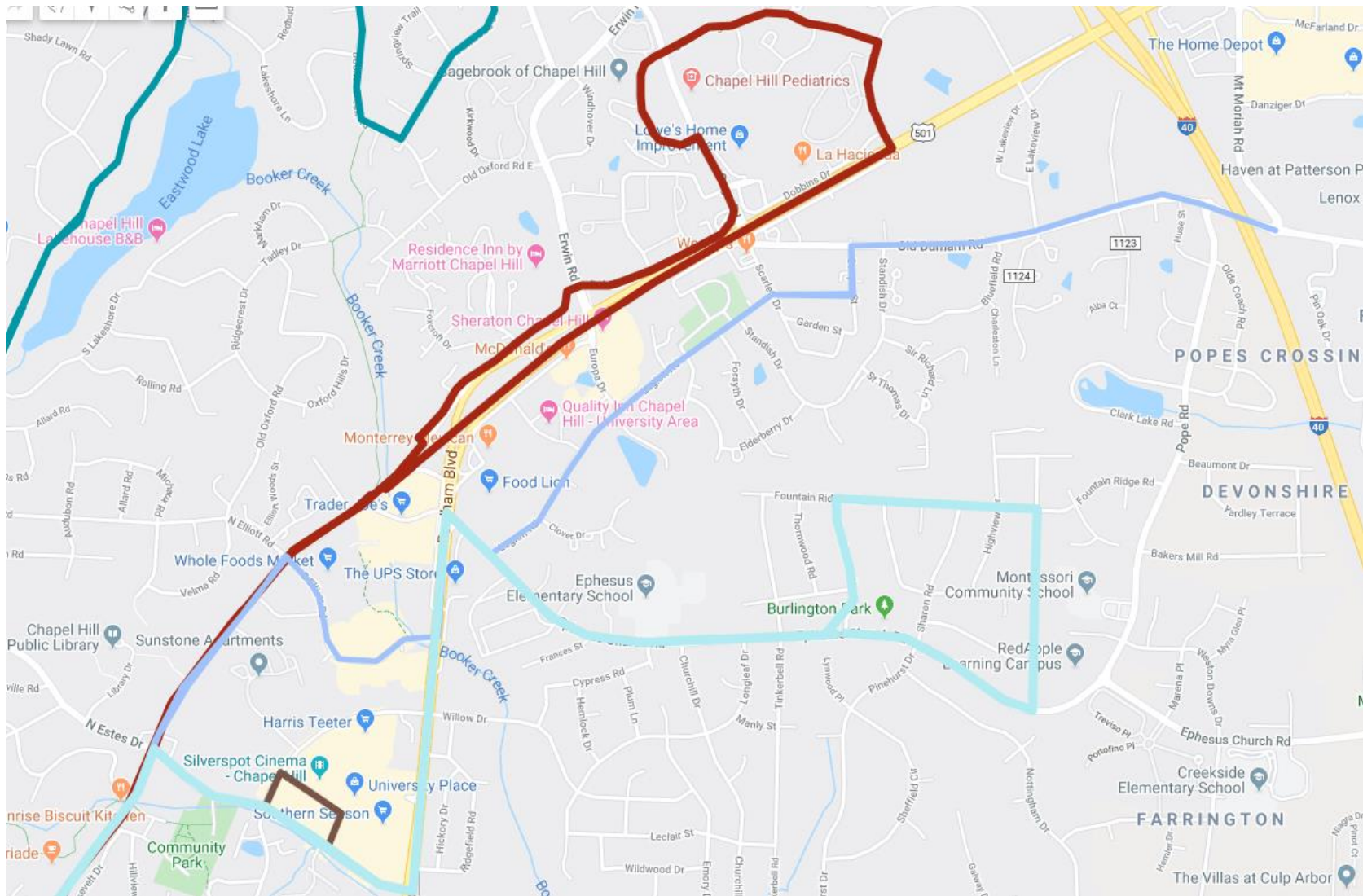
Blue Hill District (15-501 – Fordham Blvd Area)

- Interest in removing one way loops from CL and D to provide bi-directional service
- Improve service to current developments
 - Greenfield Place
 - Hillstone
 - Wegmans
 - Old Days Inn/ Berkshire
 - Eastowne/ Foxcroft/ Dobbins Hill
- Increase frequency between UNC Campus and Elliott Road
- Align for potential future connection to Patterson Place (connection with GoTriangle/ GoDurham)

Blue Hill District (15-501 – Fordham Blvd Area)

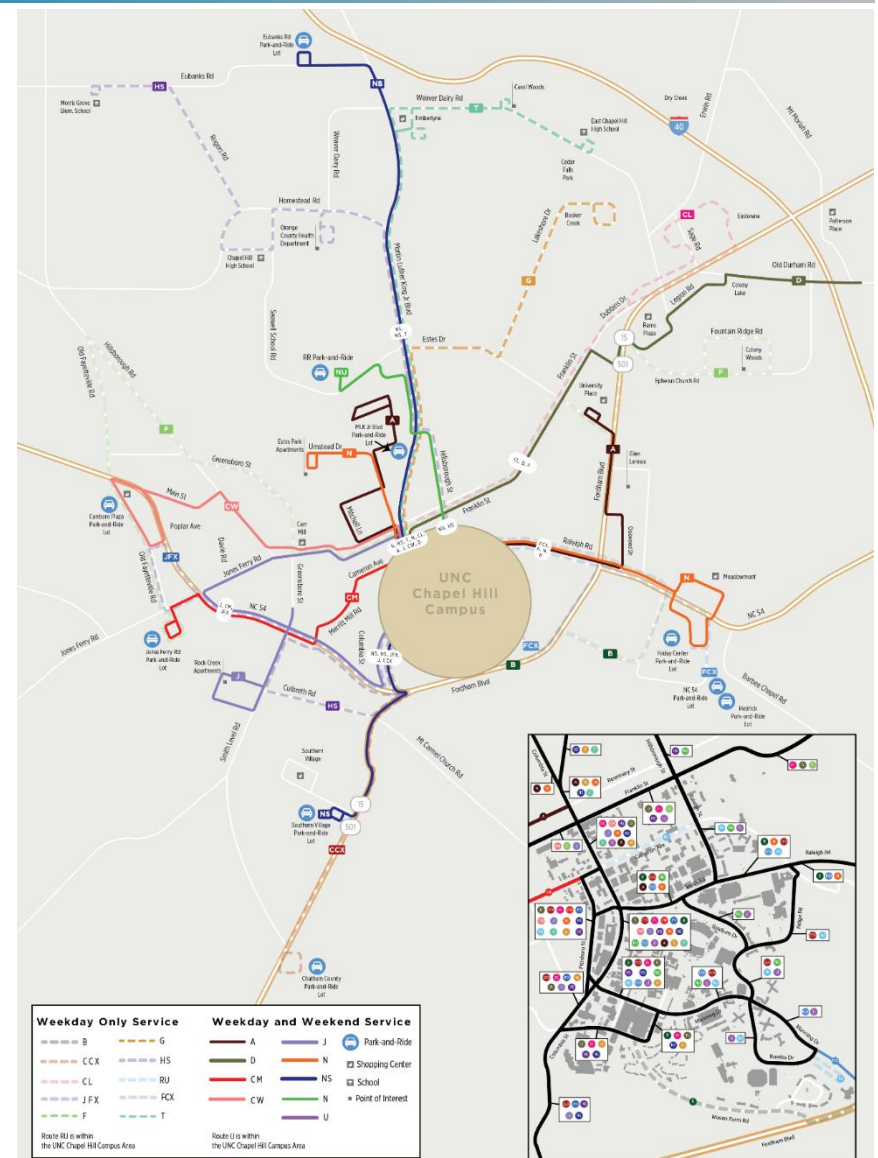


Blue Hill District (15-501 – Fordham Blvd Area)



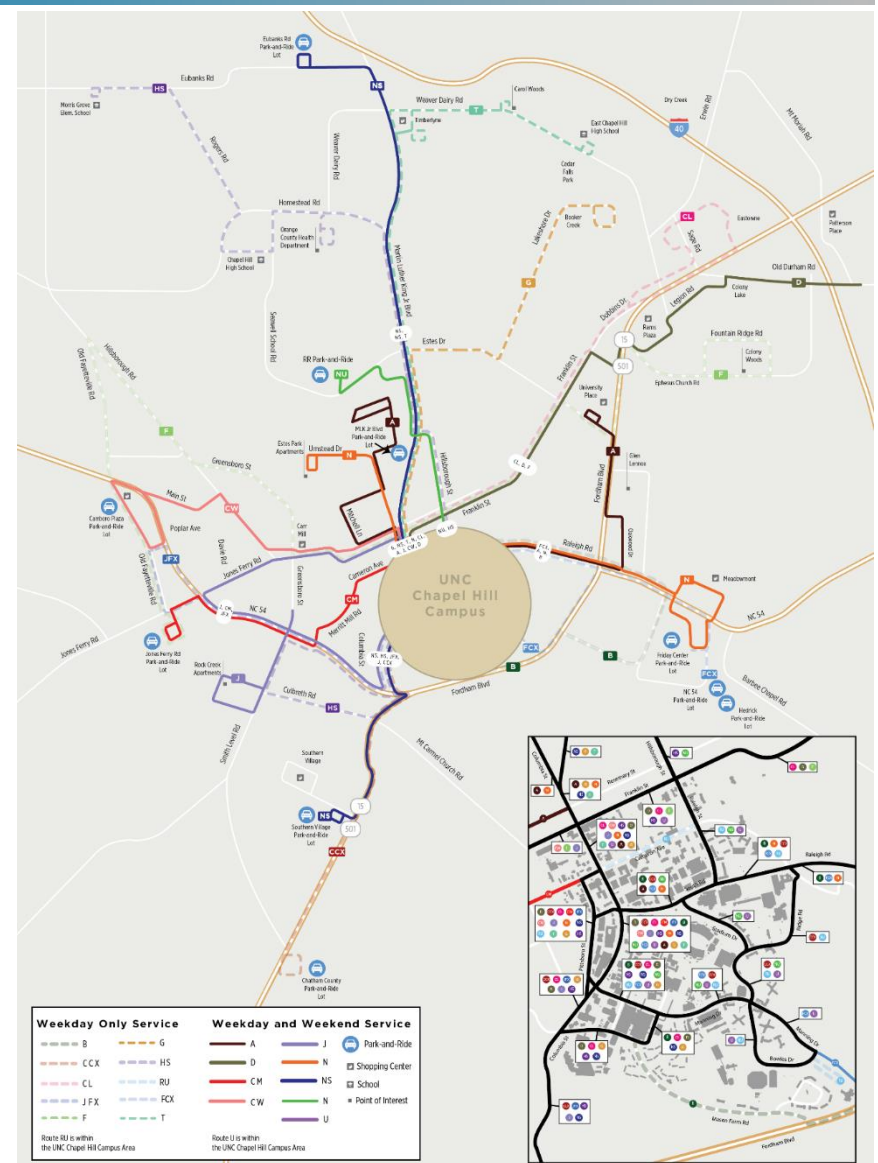
Phase III Public Outreach - September-October 2018

- Asked for comments on the Initial Preferred Alternative
- Public Meetings
- Online survey
 - Overall support for frequent service and weekend service.



Current Phase of Public Outreach January-February 2020

- Reminding customers/residents of the work to date
- Public Meetings
 - Showing route maps
 - Answering questions about proposed service levels
- Online survey
- Comments will be used to develop final service recommendations



Current Phase of Public Outreach

January-February 2020

Key Themes

■ General Comments

- Customers need for service to UNC Hospitals for 7 am start time
- Positive reviews for increased Saturday and Sunday service

■ FCX/S/HU Routes

- Customers shared desire for express service from Friday Center
- Frequency of FCX/S service
- Need for direct service to North Campus (Student Union/Fetzer Gym)

■ CL Route

- Summerfield Crossing/Old Oxford Road

■ F Route

- Weekend service
- Peak Weekday Frequency

Final Adjustments to Preferred Alternative

- FCX – Use current FCX Route (frequency, span, and routing) and add mid-day service. **Budget Impact: Mid-day service would be funded by UNC.**
- S – Modify S Route to serve North Campus (Student Union/Fetzer Gym) using current day span and frequency. **Budget Impact: Would require an additional eight (8) hours per weekday of Partner Share Hours – approx. \$76,000 for Chapel Hill.**
- CL – Extend routing to Erwin Road, Old Oxford Road and Summerfield Crossing Road. **Budget Impact: will use existing resources**
- JFX – Remove Old Fayetteville Road and West Poplar Avenue. **Budget Impact: will use existing resources**
- CM – Add Old Fayetteville Road and West Poplar Avenue. **Budget Impact: will use existing resources**

Current Preferred Alternative Meets Project Goals



Improve weekend service (9 routes will operate 7 days/week)



Increase ridership



Create high frequency transit corridors (10 routes 15 minutes or better)



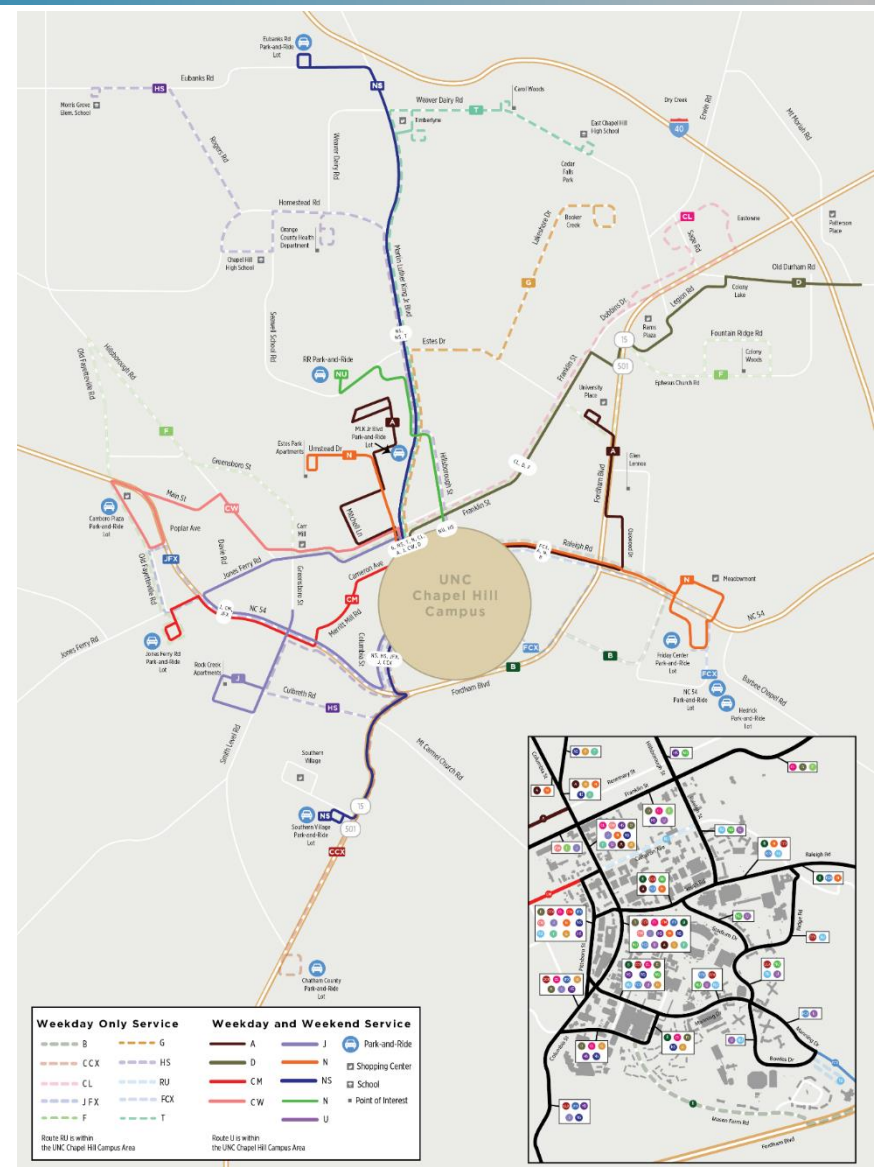
Emphasize equity—where transit service is most needed



Improve transit mode shift



Enhance the convenience of living without a private vehicle

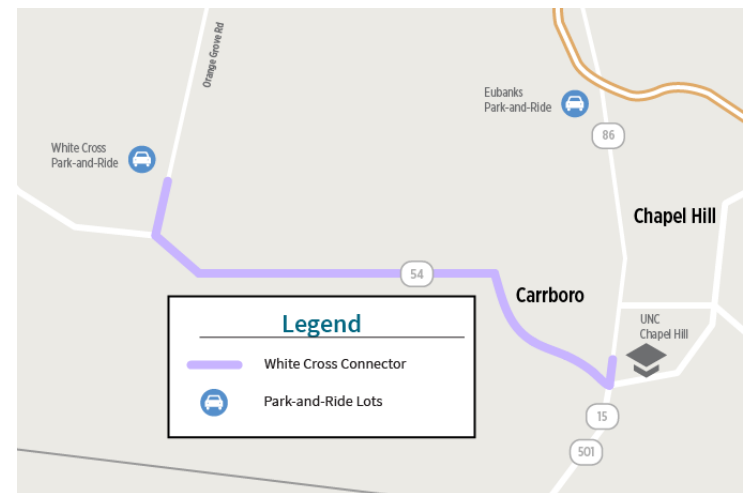




Unfunded Priorities

Service Improvements Outside of Existing Budget

- Examples:
 1. More frequent weekday service on CW, NS, and J
 2. Weekend (or more frequent weekend) service on CL, D, F and J
 3. Extend D to Patterson Place
 4. Improve connections to new areas including Patterson Place, Estes Drive, and the West NC 54 Corridor



Unfunded Priorities and Estimated Additional Costs

Route	Unfunded Service Improvement Summary	Additional Revenue Hours	Additional Peak Vehicles	Additional Annual Operating Cost
Weekend	Add weekend service to the CL, F, G, HS, S, T	7,800	0	\$780,000
CW	Improve midday service to 30 minutes.	1,500	0	\$150,000
D	Extend service to Patterson Place and provide Saturday service until 9 PM.	5,300	1	\$540,000
J	Improve morning peak frequency to every 10 minutes and offer 15-minute service until noon. Provide Saturday service until 11 PM and Sunday service until 9 PM.	3,200	2	\$320,000
NS	Improve morning peak frequency to every 6 minutes. Provide Saturday service until 11 PM and Sunday service until 9 PM.	2,300	3	\$230,000
T	Extend route to 15-501	1,500	1	\$150,000
Estes Drive	New crosstown service connecting UNC-Chapel Hill, University Place, and Glen Lennox via Estes Drive.	12,900	3	\$1,300,000
West NC 54	New weekday peak-only service from White Cross to UNC-Chapel Hill.	1,500	1	\$150,000

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Next Steps

Chapel Hill
transit



Next Steps

- If approved - implementation in August 2020



Staff Recommendation

- Council to adopt a resolution approving the Short Range Transit Plan Preferred Alternative with the modifications endorsed by Chapel Hill Transit Partners Committee and Carrboro Town Council.