

## 02-26-2020 Town Council Meeting Responses to Council Questions

### **ITEM #12: Receive Update on Short Range Transit Plan**

**Council Question:**

Did the proposed changes to routes and times take into consideration ridership and school opening and release times for the middle and high schools?

**Staff Response:**

*Yes, we considered ridership along with, but not limited to, existing and proposed land uses and customer feedback in the preparation of our routes and schedules. In addition, we reviewed the opening and release times for the area schools in relation to students and usage. Schedules will be finalized following adoption of the Short Range Transit Plan.*

**Council Question:**

Will the SRTP project require the addition of any personnel? If so, which kinds of personnel?

**Staff Response:**

*With the SRTP's goal of being cost neutral, we do not anticipate requiring any additional personnel. Should unfunded improvements be added in the future, we would need to consider the addition of Transit Operators and Transit Supervisors.*

**Council Question:**

How will this new SRTP be communicated out and promoted to the public?

**Staff Response:**

*If adopted, Transit and Town staff will work with our Partners to communicate and promote the SRTP through the following methods:*

- *Information cards and hanger signs placed on buses and EZ Rider vehicles*
- *Email notifications to Chapel Hill Neighborhood Associations*
- *Flyers for multi-family housing complexes along routes*
- *Issue the final plan information through the University's Transportation and Parking Coordinators (which includes UNC Hospital)*
- *Post notices on NextBus signs and the NextBus Application*
- *Signage at Park and Rides*
- *Issue information via the Town of Chapel Hill eNews and Town of Carrboro will issue through Town wide News email updates*
- *Videos*
- *Traditional media and social media*

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**Council Question:**

Is any info known on the demographics of the respondents to the online survey in Phase III, in terms of where they live (part of town), levels of use of transit or propensity to use transit, etc.?

**Staff Response:**

*Yes, we asked each respondent how often they rode (see figure 8-25, p. 8-22 of Final Report), zip code, ethnicity, household size, and income (see figure 8-26, p.8-23 of Final Report). We can use this data to determine where respondents were from (about) and calculate their transit propensity. In addition, we shared our plans with many neighborhood groups and the Town's Building Integrated Communities (BIC) team to better understand how routing changes would impact our customers.*

**Council Question:**

Of the unfunded priorities, which ones are the three highest priorities?

**Staff Response:**

*The unfunded priorities have not been ranked by the Partners Committee at this point. Along with funding the North South BRT operational needs, staff would recommend the following as the highest priorities:*

- *Improving frequency of NS Route*
- *Improving frequency of J Route*
- *Adding weekend service to CL, F, G, HS, S, T.*