Chapel Hill Transit
Serving Chapel Hill, Carrboro and the University of North Carolina at Chapel Hill

Mayors Innovation Project
Summer 2014 Meeting
Chapel Hill, NC
August 21, 2014
CHT Overview

CHT is the second largest transit system in North Carolina, serving Chapel Hill, Carrboro and the University of North Carolina at Chapel Hill.

Responsibilities:
- Fixed-route Bus Service (32 weekday & weekend routes)
- EZ Rider (ADA Service)
- Short and Long Range Transit Planning
- Marketing and Public Relations
- Major Transit Initiatives

Staff (210 employees):
- Operations – 168
- Maintenance – 31
- Administration – 11

Fleet (121 revenue vehicles):
- Buses – 99 (29 hybrids)
- Demand Response – 22
Organizational Structure

While a department of the Town of Chapel Hill, CHT is advised by the Chapel Hill Transit Partners Committee, which provides policy and financial guidance:

- Jim Ward, Chair, Town of Chapel Hill – Council Member
- Ed Harrison, Town of Chapel Hill – Council Member
- Matt Czajkowski, Town of Chapel Hill – Council Member
- Damon Seils, Town of Carrboro – Alderman
- Bethany Chaney, Town of Carrboro – Alderman
- David Andrews, Town of Carrboro – Town Manager
- Vacant, University of North Carolina at Chapel Hill
- Jeff McCracken, University of North Carolina at Chapel Hill – Director of Public Safety
- Cheryl Stout, University of North Carolina at Chapel Hill – Assistant Director for Parking Services
CHT Delivers

Ridership:
- 6,961,385 annual rides
- Over 133,872 rides per week
- Over 80 rides per capita
  - Service Miles: 2,098,324
  - Service Hours: 181,393

Performance standards:
- Rides/Hour: FR – 44.3 DR – 2.58
- Rides/Mile: FR – 3.92 DR – .20
- Cost/Ride: FR – $2.53 DR – $25.15

(FR = Fixed Route and DR = EZ Rider)
### Median Time Period Performance (Passengers per Hour)

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AM Peak</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Start of service – 9:59 a.m.</td>
<td>62.3</td>
<td>49.7</td>
<td>53.5</td>
<td>39.8</td>
</tr>
<tr>
<td><strong>Midday</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>10:00 a.m. – 3:29 p.m.</td>
<td>64.1</td>
<td>54.8</td>
<td>56.4</td>
<td>51.1</td>
</tr>
<tr>
<td><strong>PM Peak</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:30 p.m. – 6:59 p.m.</td>
<td>49.5</td>
<td>42.3</td>
<td>43.9</td>
<td>38.0</td>
</tr>
<tr>
<td><strong>Night</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00 p.m. – End of service</td>
<td>36.6</td>
<td>30</td>
<td>30.4</td>
<td>26.6</td>
</tr>
<tr>
<td><strong>Weekend</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>39.35</td>
<td>38.5</td>
<td>37.5</td>
<td>29.5</td>
</tr>
</tbody>
</table>
CHT Delivers

• Community Survey
  – 80% satisfied with quality of CHT
  – Congestion is #1 citizen complaint
  – Transit services was one of top 5 priorities

• Customer Survey
  – 91% rated service as excellent or good

• Chapel Hill 2020
  – Citizens want transportation options
  – Transit identified as key initiative
    ➢ Community Prosperity & Engagement
    ➢ Getting Around
    ➢ Good Places, New Spaces

• Carrboro Vision 2020
• UNC Development Plans
Customer Survey Results

High Overall Satisfaction: 91% rated CHT service as excellent or good

<table>
<thead>
<tr>
<th>RIDER PROFILES</th>
<th>Express Routes</th>
<th>Local Routes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>25-44</td>
<td>18-25</td>
</tr>
<tr>
<td>Income (median)</td>
<td>$40,000-$49,999</td>
<td>$20,000-$29,000</td>
</tr>
<tr>
<td>Household</td>
<td>2.4 people</td>
<td>2.4 people</td>
</tr>
<tr>
<td>Occupation</td>
<td>Professional</td>
<td>Student</td>
</tr>
<tr>
<td>Trip Purpose</td>
<td>Work (83.5%)</td>
<td>Work (50.2%)</td>
</tr>
<tr>
<td></td>
<td>School (14.1%)</td>
<td>School (42.7%)</td>
</tr>
<tr>
<td>Use NextBus</td>
<td>No (50.4%)</td>
<td>Yes (65%)</td>
</tr>
<tr>
<td>Has vehicle</td>
<td>Yes (80%)</td>
<td>Yes (58%)</td>
</tr>
<tr>
<td>Use CHT a Year from Now</td>
<td>Yes (86%)</td>
<td>Yes (82%)</td>
</tr>
</tbody>
</table>

CHT customers are most satisfied with:
- Safety
- Proximity of bus stops to workplace
- Operators
- Cleanliness of buses

CHT customers are least satisfied with:
- Saturday and Sunday service
- Hours of service
- Bus stop amenities and access
- Proximity of bus stops to home
Providing public transit service in coordination with the oldest public university in the nation
What works for us...

• It’s a Partnership – Chapel Hill, Carrboro and University
  • Service Planning
  • Construction
  • Inclement Weather
  • Emergencies
  • Special Events
• Technology
  • Social Media
• Customer Service
• Engagement
• Buses
• Fare-Free (pre-paid fares)
• It’s a PARTNERSHIP
What works for us:

- It's a Partnership – Chapel Hill, Carrboro and University
- Service Planning
- Construction
- Inclement Weather
- Emergencies
- Special Events
- Fare-Free (pre-paid fares)
- Technology
- Customer Service
It’s always about PEOPLE
Contact Information

• **Brian M Litchfield** – Director, Chapel Hill Transit, blitchfield@townofchapelhill.org

• **Than Austin** – UNC Associate Director for Transportation & Strategy, nkaustin@email.unc.edu

• **Mayor Lydia Lavelle** – llavelle@townofcarrboro.org

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