



FOR IMMEDIATE RELEASE
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**Durham Residents Invited to Share Thoughts on Improving Transit Services
“Designing Better Bus Service” Effort Underway**

Durham, N.C. – Durham residents are being asked to share their thoughts on improving transit services provided by the Durham Area Transit Authority (DATA).

“People board DATA and Bull City Connector buses over 17,000 times each weekday,” said John Tallmadge, director of Commuter Resources for Triangle Transit. “This service is already an important community asset, but we believe that if we engage the community, we can find ways to provide service that is more efficient, higher quality, and a better fit with how riders want to travel. Together, we’ll be designing better bus service.”

Triangle Transit, which began operating DATA for the City in October 2010, will be collecting comments through May 2011.

On-board surveys will be conducted in April, asking riders questions about who they are, how they use the DATA bus system, and how satisfied they are with the service quality. One-on-one interviews will also be conducted.

Triangle Transit, in partnership with the City’s Neighborhood Improvement Services Department, will be meeting from March through May with neighborhood groups throughout the City, focusing on those that have high transit ridership and neighborhoods that currently do not have bus service. Major employers and departments in the City of Durham will also be part of the outreach.

Results from the on-board survey, personal interviews, neighborhood, corporate and government meetings will be used to make recommendations to Durham’s City Council on changes to DATA’s route system in Fiscal Year 2012 - 2013.

“Designing Better Bus Service” presentations will be made at meetings to be held on the following dates and locations:

Tuesday, March 8	12 Noon	Mayor’s Committee for Persons with Disabilities – City Hall
Saturday, March 12	10 a.m.	Partners Against Crime/PAC 4 –W.D. Hill Rec Ctr., 1308 Fayetteville St.
Monday, March 14	2 p.m.	Seniors & Law Enforcement Together – Senior Living Ctr., 406 Rigsbee Ave.
Saturday, March 19	9:30 a.m.	Partners Against Crime/PAC 1 – Holton Career and Resource Ctr., 401 N. Driver St.
Saturday, March 19	10 a.m.	Lyon Park – Community & Family Life Ctr., 1200 W. Lakewood Ave.
Tuesday, March 22	7 p.m.	Inter-Neighborhood Council (INC) - Main & Roxboro
Thursday, March 24	12 Noon	Religious Coalition for a Non-Violent Durham – Shepard’s House, 107 N.Driver St.
Saturday, April 9	10 a.m.	Partners Against Crime/PAC 3 – Community & Family Life Ctr., 1200 W. Lakewood Ave.
Thursday, April 14	5:30 p.m.	Partners Against Crime/PAC 5 – Blue Coffee Café, 202 N. Corcoran St.

Neighborhoods or organizations can request a presentation on “Designing Better Bus Service” by contacting the Service Planning staff at Triangle Transit by e-mail at: serviceplanning@triangletransit.org or call 919-485-PLAN.

DATA is managed by Triangle Transit for the City of Durham and aims to provide Durham with effective transit service – service that builds public support and increases awareness of how public transportation contributes to the quality of life.

919-485-RIDE – www.data.gotriangle.org