



on the move

News from Triangle Transit to keep you going.

SPRING/SUMMER 2011



on the move

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BUS/RAIL PLANNING INTENSIFIES

Durham County Plans November Transit Tax Referendum Vote

After nearly two years of work, final touches are underway on expanded transit options for the Triangle.

Over the last two decades, the Triangle area has experienced explosive growth and, despite the challenging economic times, the area continues to attract residents. The current population of about 1.5 million residents is expected to reach 2.5 million by 2030.

County transit plans for Durham, Orange and Wake will be finalized this summer and be presented for public comment. The bus and rail plans will be made available online for download at www.ourtransitfuture.com.

The final draft of bus and rail options come after 24 public workshops by Triangle Transit and the region's two metropolitan planning organizations. Nineteen workshops



Over 1,100 people attended sessions in the three counties to help determine future bus/rail transit options

by Triangle Transit were held between June 2010 and March 2011. The DCHC MPO held five workshops in June 2011 to receive comments on the Durham/Orange Financial Plan.

The vision incorporates enhanced bus services and new commuter rail corridors that will effectively and efficiently serve the growing Triangle community. Thousands of hours of new bus service are being recommended. Rail projects under study include 17 miles of light rail from Chapel Hill to

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2011 Sees Record Ridership on Triangle Transit

The first months of 2011 have seen dramatic ridership increases on Triangle Transit.

June ridership rose 26%. May ridership was up 31.8%. April ridership rose 17.8%. Ridership in March was 124,277, setting a new all-time record that topped ridership in October 2008. January and February ridership was also higher than previous years.

"In today's economy, we can help households cope with rising energy prices," said Jeff Merritt, Chair of Triangle Transit's Board of Trustees. "Commuters and riders using transit find it provides reliable, safe and friendly service."

Fuel prices, better weather and the Smart Commute Challenge have helped ridership along with Wi-Fi and trip planning using Google Transit.



Triangle Transit is seeing record ridership in 2011 because of fuel prices

inside

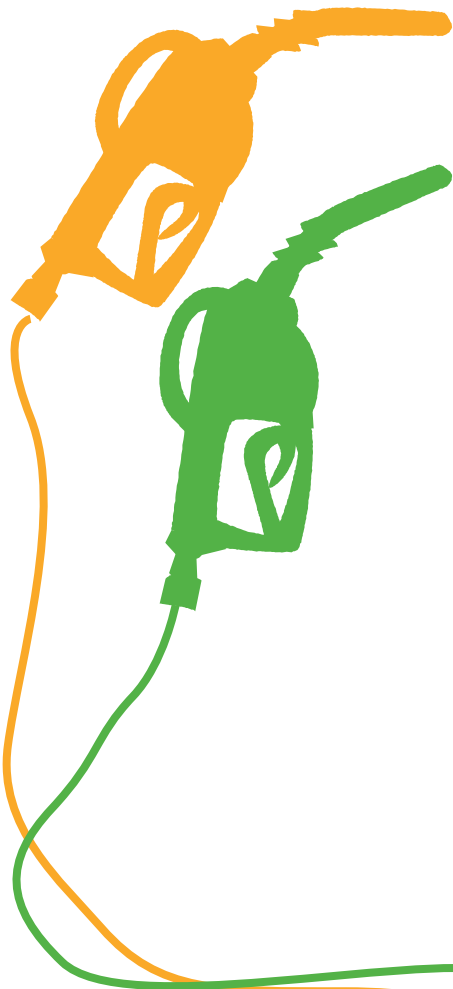
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Thousands Conserve Fuel During Smart Commute Challenge

The 5th Annual Smart Commute Challenge is complete. This year's campaign, designed to encourage residents and employees in Wake, Orange and Durham counties to explore alternative modes of transit to work, drew 8,600 participants between April 1 and June 30.

Transportation options included biking, walking, carpooling, taking the bus, and telecommuting.

It's estimated that over 12,000 gallons of fuel were saved during the eight week event. Among the participants this year: the NC State Bar, ICF International, REI-Raleigh, the NC Museum of Natural Sciences, DuPont Electronics & Communications, Parker Poe, the Town of Carrboro, Rex Healthcare, Eisai, BD Technologies, the NC Dept. of Justice, URS Corp.,

Time Warner Cable, Biogen Idec, NIEHS, the Office of the Governor, Pfizer/Sanford, RTI International, the City of Raleigh, the City of Durham, Cisco Systems, Glaxo Smith Kline, Steifel, NC State University, IBM, SAS Institute, UNC University and Hospitals, Duke University and Health System and Wake Tech.

This year's Smart Commute Challenge included "Bike to Work Week" during May.

- *Thousands of gallons of fuel are saved each year during the Smart Commute Challenge*
- *The Smart Commute Challenge is an annual event - promoting transportation options.*

Smart Commute Challenge Photo Contest

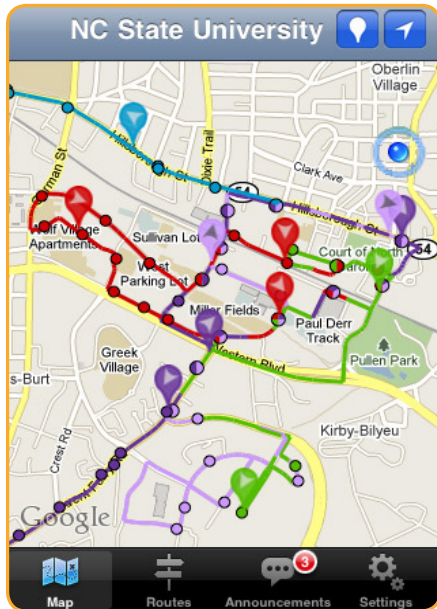
This year's challenge featured a photo contest. Participants in the challenge were asked to show off what they see during their ride to work or campus. Here are some of the photos posted to Flickr.

CREDITS: A: Leo Suárez of Raleigh, NC
B: 2011 3rd place winner - Andrew Marder of Durham, NC
C: 2011 1st place winner - Alisa Herr of Durham, NC
D: Margo Metzger of Raleigh, NC
E: Breandan Dezendorf of Raleigh, NC



Technology Improvements Help Riders

Triangle Transit is expanding its use of technology to assist riders and passengers. A real-time transit information system is in final development. When available, later this year, the real-time data will include information on projected



vehicle arrival and departure times, service disruptions and delays, transfers as well as other related information including date and time, weather, public announcements, security related information and updates during special events. The information will be provided to assist riders in the region before and after their trip.

Triangle Transit has been offering Wi-Fi at no additional cost to riders since this spring. The response from customers has been outstanding.

Among the comments we've received about our service and the use of technology:

- *"It's better than driving a car and having to deal with bumper to bumper traffic on I-40."*
- *"The Wi-Fi quality is fine."*
- *"My friend told me about the Chapel Hill-Raleigh Express. I'm hooked."*
- *"Saving on gas money... I love it."*

Expanded Bus, Rail Planning Effort Kicks Off

(continued from cover)

Durham, 37 miles of commuter rail between West Durham and Garner and 18-20 miles of light rail from North Raleigh to the Research Triangle Park.

A coalition of transit, transportation and environmental groups joined to support State House Bill 148 in 2009, providing for future referenda for funding transit projects using voter-approved sales taxes. County Commissions have the authority to call for a referendum when they are satisfied with the transit plans they have decided upon and are ready to go to the voters for funding.

On June 27, Durham County Commissioners voted to place a one-half cent sales tax for transit on the ballot this November. Orange and Wake counties will decide on possible voter referenda on transit in 2012.

Triangle Transit Surveys Durham Residents to Improve DATA Service

Durham residents are being asked to share their thoughts on improving transit services provided by the Durham Area Transit Authority (DATA). Triangle Transit began management of DATA for the City of Durham in October 2010

"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 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 conducted on-board surveys of riders in April, asking riders questions about the system and how they use it.

One-on-one interviews have also been conducted in partnership with the City's Neighborhood Improvement Services Department, focusing on high transit ridership areas and neighborhoods that currently do not have bus service. Major employers have also been 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.



Triangle Transit began management of DATA in October 2010.



The rider survey and route recommendations should be completed by mid 2012.

our people



The following have joined Triangle Transit:

Paratransit Operators

Michael Hutchison
Ron Nolan
Mary Simpson
Rick Simpson

Bus Operators

Frank Doria
Ike Ewing
Veretta Hatley
Ronald Jackson
Thomas Kenny
Dawit Noza
Nate Williams
Bennie Mock
Edna Adams
Phyllis Badgett
Monica Williams

Mechanic II

Dustin Anderson

Customer Service Representative

Sherry Joseph
Jill Jackson

HR Office Assistant

Beth Clurman

IT Intern

Cameron Johnson

Marketing Associate

Nola Johnson

Marketing Intern

Sterling Jukes

Financial Specialist

Sharita Seibels

Promotions

David Moore - to Accounts Receivable/
Procurement Specialist
Paul Shepherd - to Operator II
Michael Bluett - to Dispatcher/Supervisor
Samuel Whitney - to Operator II



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