

## **Section 1**

### **Title VI Notices and Actions**



## **Title VI Public Notice and Process**

GoRaleigh has provided a joint notice to the public addressing their rights under both Title VI of the Civil Rights Act of 1964 and the Americans with Disabilities Act.

### **Title VI Notice to the Public**

GoRaleigh hereby gives public notice of its policy to uphold and assure full compliance with American Disabilities Act/Title VI of the Civil Rights Act of 1964 and all related acts and statutes. ADA/Title VI and related statutes prohibiting discrimination in federally assisted programs require that no person in the United States of America shall, on the grounds of race, color, national origin or sex, be excluded from the participation in, be denied the benefits of, or be otherwise subjected to discrimination under any GoRaleigh service, program or activity.

Any person who believes they have been aggrieved by discrimination and believes the discrimination is based upon race, color, national origin, gender, age, economic status, limited English proficiency, or disability status has the right to file a formal complaint. To request a copy of the Authority's ADA/Title VI program, contact the city's transit program at 919-996-4087. Complaints will be accepted verbally and in writing. Mail written complaints to: City of Raleigh, Transit Program, PO Box 590, Raleigh, NC 27602-0590. A complaint should be submitted within 180 days of the alleged discriminatory act (or latest occurrence). For more information regarding civil rights complaints, please contact: ADA/Title VI Compliance Officer, City of Raleigh, Transit Program, PO Box 590, Raleigh, NC 27602-0590, or call 919-996-4087.

### **Translations**

The Title VI Notice to the Public and the Complaint Form will be translated into Spanish. The Title VI Notice is posted on the City of Raleigh website, which can be translated into a wide variety of languages.

### **Locations Where the Notice is Posted**

GoRaleigh posts its Title VI Public Notice on its website, in all vehicles, and in transit facilities. Locations include:

- GoRaleigh website [www.raleighnc.gov](http://www.raleighnc.gov)
- GoRaleigh Buses

- GoRaleigh Bus Maintenance staff break-rooms
- Customer Service/Passenger Window at the GoRaleigh Transportation Center
- GoRaleigh Access Operations Driver's break-room
- GoRaleigh drivers' break-room
- GoRaleigh Transit Operations Center Break-room
- GoRaleigh Safety and Security Break-room
- GoRaleigh Access Office 1st Floor room 106.



## CITY OF RALEIGH ADA / TITLE VI COMPLAINT FORM

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### Background

Recipients must create and make available an Americans with Disability Act (ADA) / Title VI Complaint Form for use by customers who wish to file an ADA / Title VI complaint. The complaint form shall be available on the recipient's website. A recipient's ADA / Title VI Complaint Form shall specify the type of complaint, ADA or Title VI.

The Civil Rights of 1964 (Title VI) identifies the three classes protected by Title VI—race, color, and national origin—and allow the complainant to select one or more of those protected classes as the basis/bases for discrimination.

If any of the Limited English Proficient (LEP) populations in your service area meet the Safe Harbor threshold (see Chapter III), then the procedure should be provided in English and in any other language(s) spoken by LEP populations that meet the Safe Harbor Threshold

This form is also used for Americans with Disability Act (ADA) complaints. The Americans with Disability Act of 1990 (ADA), provides protection that no individual with a disability shall on the basis of disability, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any GoRaleigh program, service or activity.

City of Raleigh is committed to providing non-discriminatory service to ensure that no person is excluded from participation in, or denied the benefits of, or subjected to discrimination in the receipt of its services on the basis of race, color, or national origin as protected by Title VI of the Civil Rights Act of 1964 (Title VI) as well as providing protection that no individual with an disability shall on the basis of disability, be excluded from participation in, be denied the benefits of, or be subjected to discrimination as stated in the Americans with Disability Act of 1990 (ADA).

If you feel that you have been discriminated against, please provide the following necessary information to facilitate the processing of your complaint. If assistance is required to complete the form, or if you have questions, please do not hesitate to call the ADA/Title VI Coordinator at (919) 996-3030. Once completed, return a signed and dated copy to:

City of Raleigh Transit Special Investigations  
ADA / Title VI Coordinator  
City of Raleigh Transportation  
PO Box 590  
Raleigh, North Carolina 27602

Note: The following information is necessary to assist us in processing your complaint. Should you require any assistance in completing this form, please call (919) 996-3030.

What is the nature of your complaint ADA or Title VI?

Please check one of the following below:

☐ ADA or ☐ Title VI

[FOR OFFICE USE ONLY]
Complaint No. _____

### Part I.

Name			
Address			
Telephone (Home)		Telephone (Work)	
Electronic Mail Address:			
Accessible Format Requirements?			
TDD	Large Print	Audio Tape	Other

### Part II.

Are you filling this complaint on your own behalf?      Yes*      No		
*If you answered "yes" to this question, go to Section III.		
If not, please supply the name and relationship of the person for whom you are complaining:		
Please explain why you have filed for a third party:		
Please confirm that you have obtained the permission of the aggrieved party if you are filing on behalf of a third party.	Yes	No

### Part III

I believe the discrimination I experienced was based on (check all that apply):
<input type="checkbox"/> Race <input type="checkbox"/> Color <input type="checkbox"/> National Origin
Date of Alleged Discrimination (Month, Day, Year):
Explain as clearly as possible what happened and why you believe you were discriminated against. Describe all persons who were involved. Include the name and contact information of the person(s) who discriminated against you (if known) as well as names and contact information of any witnesses. If more space is needed, please use the back of this form.

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\* You may use the back of this document for additional comments or attach any written materials or other information you think is relevant to your complaint.

## Part IV

Have you previously filed a ADA / Title VI complaint with this agency?	Yes	No
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## Part V

Have you filed this complaint with any other Federal, State, or local agency, or with any Federal or State court?  <input type="checkbox"/> Yes <input type="checkbox"/> No  If yes, check all that apply: <input type="checkbox"/> Federal Agency:  <input type="checkbox"/> Federal Court <input type="checkbox"/> State Agency <input type="checkbox"/> State Court <input type="checkbox"/> Local Agency
Please provide information about a contact person at the agency/court where the complaint was filed.
Name:
Title:
Agency:
Address:
Telephone:

## Part VI

Name of agency complaint is against: \_\_\_\_\_

Contact person: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone number: \_\_\_\_\_

To protect your rights, your complaint must be filed within 180 days following the date of the alleged discrimination. Failure to file within 180 days may result in dismissal of the complaint.

You may attach any written materials or other information that you think is relevant to your complaint.

Signature and date required below

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please submit this form in person at the address below, or mail this form to:

ADA / Title VI Coordinator  
City of Raleigh Transportation Department  
PO Box 590  
Raleigh, NC 27602

## ADA / Title VI Complaint Form

The City of Raleigh's ADA / Title VI complaint form information is available in English on the City of Raleigh's website and presented in this report. The City of Raleigh's website also provides access to translation of the ADA / Title VI complaint form into other languages if needed.



## LIST OF TRANSIT-RELATED TITLE VI INVESTIGATIONS, COMPLAINTS, AND LAWSUITS (GENERAL REQUIREMENT)

### **Background**

#### **From the Title VI Circular**

FTA requires all recipients shall prepare and maintain a list of any of the following that allege discrimination on the basis of race, color, or national origin:

Active investigations conducted by FTA and entities other than FTA;  
Lawsuits; and  
Complaints naming the recipient.

This list shall include the date that the transit-related Title VI investigation, lawsuit, or complaint was filed; a summary of the allegation(s); the status of the investigation, lawsuit, or complaint; and actions taken by the recipient in response, or final findings related to the investigation, lawsuit, or complaint. This list shall be included in the Title VI Program submitted to FTA every three years.

Information regarding investigations, complaints, and lawsuits for the reporting period is provided below.

#### **Investigations**

There were **no** Title VI investigations during the reporting period.

#### **Lawsuits**

**No** Title VI lawsuits were filed.

#### **Complaints**

**No** complaints were received.

Complaints submitted to GoRaleigh are received, investigated, and resolved by GoRaleigh staff. For complaints, Findings are designated as follows:

**Cleared** - The investigation concludes there was no violating conduct by the employee.

**Confirmed**- Sufficient information has been obtained to determine the complaint as valid.

**Incomplete** - There is insufficient information to make a finding of "Cleared" or "Confirmed".

**Inconclusive** - An irresolvable discrepancy exists between the employee's and the customers account and no witness or evidence is available to corroborate either account.

## List of Investigations, Lawsuits and Complaints

[illegible]

## **Section 2**

### **Public Engagement**

2021

# PUBLIC

PARTICIPATION  
PLAN

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## 1. INTRODUCTION

City residents, workers and visitors participate in the public transportation decision-making process. Everyone who resides, work, travel, or play within the service area are stakeholders and should have ample opportunity to provide input in the planning and decision-making processes for transit services, fare changes, disparity studies, construction, etc. GoRaleigh is committed to providing timely public involvement opportunities and facilitating active participation. The public participation plan is intended to develop two-way communication systems between transit service partners, people, businesses, and leaders to collaboratively address transit needs and ensure the public, including minorities, low-income, and Limited English Proficient (LEP) populations, have meaningful opportunities to participate in the decision making process. GoRaleigh's plan is written to be in compliance with Federal Transit Administration (FTA) Title VI program which requires an inclusive Public Participation Plan to outline how requirements related to public participation will be met.

GoRaleigh, the City of Raleigh's Department of Transportation Transit Program, administers public transportation for the City, including a fixed route transportation system, paratransit service, and a free downtown circulator. The agency provides fixed-route service along 37 bus routes, including four express routes, six connectors, and one downtown circulator. Approximately 333,873 Raleigh residents live within one-third mile of a GoRaleigh transit route and are considered part of the agency's fixed route service area, according to American Community Survey 2013-2015 5-year estimates.

GoRaleigh serves the highest ridership of all transit providers in Wake County with an average daily ridership of 24,475 in 2019. GoRaleigh Access provides on-call paratransit service to individuals with functional disabilities that prevent their use of GoRaleigh's accessible fixed route bus services. The R-Line is a fare free circulator operating in Raleigh's central business district.

### **Purpose**

This plan explains GoRaleigh's public participation strategies and procedures.

When developing an outreach program, careful consideration must be used to ensure the outreach program will result in the maximum exposure within all communities in GoRaleigh's service area regardless of socio-economic status, gender, race, ethnicity, geographic location or age. GoRaleigh should also use these outreach efforts as valuable opportunities to learn more and understand community needs, desires and vision. Local knowledge of an area can prove beneficial when determining emergency management plans or identifying system vulnerabilities. It is critical to ensure inclusive, equitable, and diverse public outreach and engagement, whether for real-time responses to the pandemic, existing projects, or future transportation funding and planning scenarios. The public outreach strategies listed within this plan are designed to provide the public with effective access to information and to provide a variety of efficient and convenient methods for receiving and considering public comment prior to implementing changes and additions. This people-based program ensures a community-led and coordinated approach that addresses everyone, even the most vulnerable and marginalized communities.

## 2. FEDERAL REQUIREMENTS AND COMPLIANCE

GoRaleigh must comply with a wide variety of federal and state requirements. Key federal laws affecting public participation are identified in Table 1.

**Table 1: Key Federal Laws**

Federal Law	Requirement
<b>Title VI of the Civil Rights Act of 1964</b>	Prohibits discrimination on the basis of race, color, or national origin in programs and activities receiving federal financial assistance
<b>Americans with Disabilities Act of 1990</b>	Prohibits discrimination on the basis of disability
<b>Executive Order 12898 “Federal Actions to Address Environmental Justice (EJ) in Minority Populations and Low-Income Populations”</b>	Requires federal agencies to identify and address disproportionately high and adverse human health or environmental effects of its programs, policies, or activities on minority or low-income populations
<b>Executive Order 13166 “Improving Access to Services for Persons with Limited English Proficiency (LEP)”</b>	Requires agencies to implement a system to provide meaningful access to services for those who do not speak English proficiently
<b>National Environmental Policy Act (NEPA),</b>	Requires federal agencies to examine the social, economic, and environmental impacts of their actions prior to making decisions

Federal Transit Administration (FTA) regulations and guidance shape how GoRaleigh operates. FTA Circular 4702.1B establishes requirements for GoRaleigh’s Title VI program, a suite of policies, procedures, and data that must be submitted to FTA every three years. GoRaleigh must adopt an inclusive public participation plan as part of its Title VI program.

## 3. PUBLIC PARTICIPATION PLAN GOALS

This plan is meant to guide GoRaleigh’s public participation efforts into the future. The goals for this plan are:

- The plan will be a useful, easy to understand resource for GoRaleigh and others working with them.
- The plan will provide for equitable engagement.
- The plan will provide an approach for ongoing engagement.
- The plan will expand approaches to include virtual methods.
- The plan will provide for measuring success.

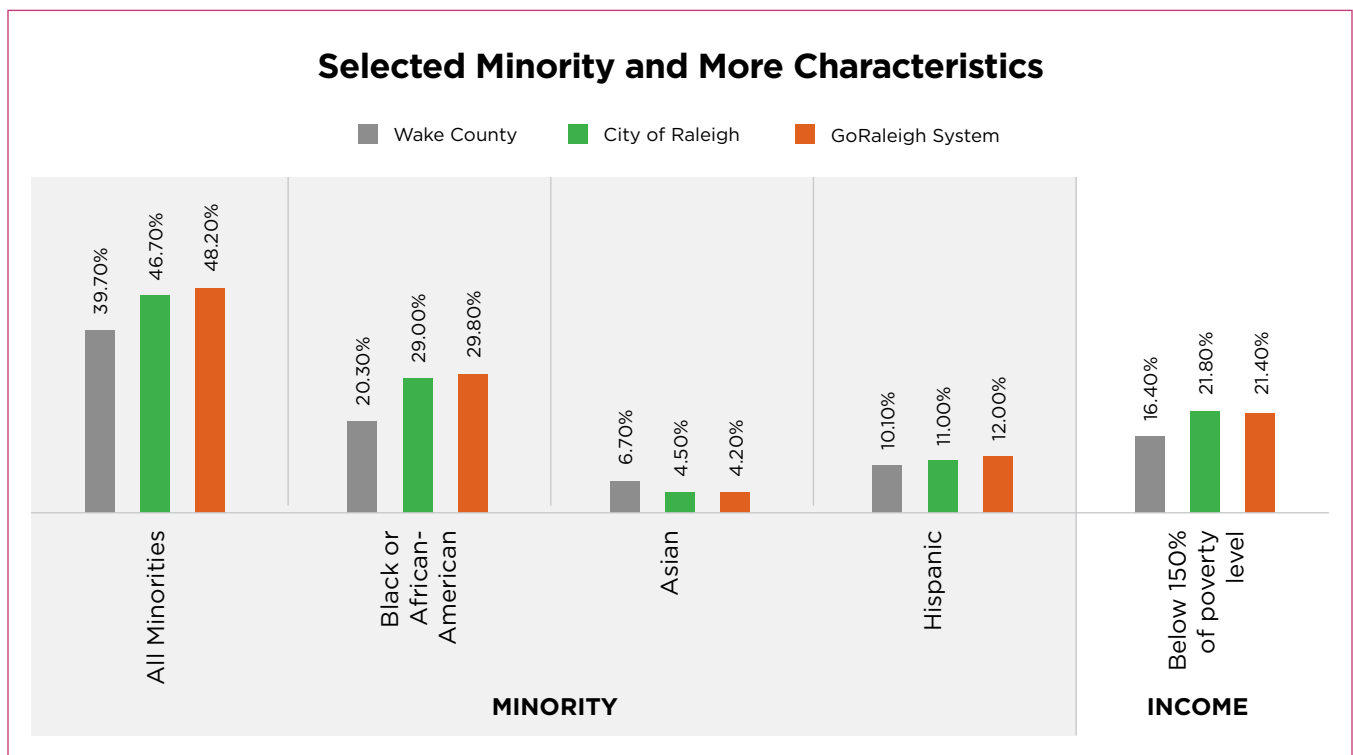
## 4. GORALEIGH CUSTOMERS

GoRaleigh is the transit system responsible for operating most of the public transportation services in Raleigh. It provides public transportation services throughout the city's municipal area and also operates regional/express bus routes in partnership with GoTriangle, the regional provider. GoRaleigh is also contracted to operate routes serving the Wake Tech Community College campus south of Raleigh and the Towns of Wake forest, Garner, and Knightdale. In addition to Fixed Route Services, GoRaleigh operates curb-to-curb paratransit services for persons with disabilities who are unable to use the fixed route system.

Raleigh is committed to equitable and inclusive public participation for our customers. GoRaleigh's system generally serves a higher percentage of minorities than are present in the general population of Raleigh, as shown in Figure 1. Low-income populations are served in approximately equal proportion to the overall population.

Because GoRaleigh's customers have a variety of needs, public participation may take a variety of formats. GoRaleigh strives to make its outreach accessible for persons with disabilities. Appendix A outlines our Language Assistance Plan, describing how GoRaleigh will assist those with limited English proficiency.

**Figure 1: Selected Race, Ethnicity and Income Characteristics of the GoRaleigh System**

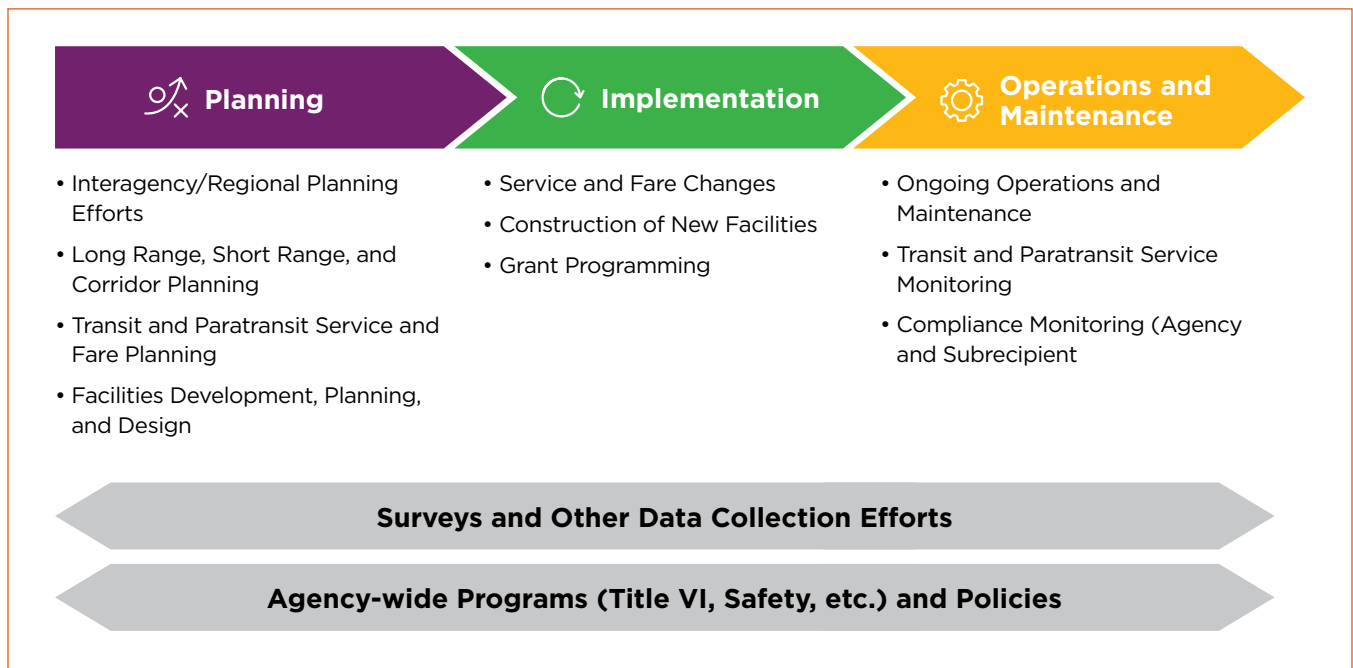


Sources: US Census Bureau, American Community Survey 5-year Estimates (2014-2018), Table B02001, "Race."; Table B03002, "Hispanic or Latino Origin by Race."; Table C17002, "Ratio of Income to Poverty Level in the Past 12 Months." Data is shown for minority groups comprising greater than 1% of the population.

## 5. PLANNING AND OPERATIONAL CONTEXT

GoRaleigh leads public participation efforts for a broad range of public transportation planning and operational initiatives. Key agency program areas and activities which public participation supports are illustrated in Figure 1. Appendix B outlines the public participation requirements for specific processes.

**Figure 2: GoRaleigh Processes with Public Participation**



GoRaleigh works with a variety of regional and local planning and transportation partners, including

- Capital Area Metropolitan Planning Organization (CAMPO)
- North Carolina Department of Transportation (NCDOT)
- Raleigh Transit Authority (RTA)
- City of Raleigh Planning Commission
- Wake County
- GoWake Access
- GoCary
- Town of Cary
- GoTriangle
- Town of Apex
- Town of Fuquay-Varina
- Town of Garner
- Town of Holly Springs
- Town of Knightdale
- Town of Morrisville
- Town of Rolesville
- Town of Wake Forest
- Town of Wendell
- Town of Zebulon
- Research Triangle Park

GoRaleigh’s public involvement process also integrates with and complements public involvement outlined in the Capital Area Metropolitan Planning Organization’s (CAMPO) Public Involvement Plan (PIP) and the Wake Transit Plan Public Engagement Policy (PEP). GoRaleigh may develop public participation efforts collaboratively with any of its partners.

**Table 2: Boards, Committees, and Commissions**

Board, Committee or Commission	Description
<b>Raleigh Transit Authority (RTA)</b>	Established by City Code to set general transit policy. It consists of nine members appointed by the Raleigh City Council and operates within funding and budgetary parameters approved by the City Council. The RTA consists of three committees: the Finance and Policy Committee, the Route Committee, and the Marketing Committee.
<b>Wake County Transit Planning Advisory Committee (TPAC)</b>	A staff-level advisory committee comprised of agencies and local governments with jurisdiction in Wake County, including GoRaleigh. The TPAC coordinates the planning and implementation aspects of the Wake Transit Plan and serves in a structured advisory role to the CAMPO Executive Board and GoTriangle Board of Trustees.
<b>CAMPO Executive Board</b>	Comprised of elected officials from member governments (including City of Raleigh) and stakeholders from other transportation agencies. This is the decision-making body for the metropolitan planning organization.
<b>CAMPO Technical Coordinating Committee</b>	Comprised of staff from member and stakeholder agencies, including GoRaleigh. This committee makes technical recommendations to the executive board.
<b>CAMPO Mobility Coordinating Committee (MCC)</b>	Comprised of staff from member agencies. The MCC manages and guides ongoing coordination activities in the urban area and is responsible for implementing goals and recommendations identified in the Coordinated Public Transit- Human Services Transportation Plan.

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## 6. GORALEIGH STAKEHOLDERS

Building a strong network of stakeholders is key to having successful and equitable public outreach to develop transportation improvements that are adopted by the community. Stakeholder contacts provide the foundation for developing the strategic partnerships needed for moving beyond project-level engagement to implementing community-oriented solutions. GoRaleigh develops partnerships such as these through existing stakeholder contacts and expands its network through strategic planning, community involvement, and engaging dialogue with stakeholders with focused meetings on how to better serve and meet the essential needs of the community it intends to serve.

GoRaleigh works with its network of stakeholders to enhance the reach of public engagement, and impact to communities by:

- Using various methods and strategies to increase the distribution of information concerning plans and programs;
- Providing more opportunities and trusted connections for the public to ask questions and provide feedback to help guide the planning and implementation of transit improvements; and
- Opening valuable avenues for reaching minority and LEP populations.

The primary roles that stakeholders facilitate include:

- Helping define outreach goals, approaches, and metrics
- Providing input on successes and opportunities for improvements
- Serving as a conduit between GoRaleigh and the broader public, including conducting future initiative-specific and ongoing outreach efforts themselves

GoRaleigh has a growing network of stakeholders that represent the needs of traditionally underserved populations in the transportation decision-making process. Equity considerations and community-led perspectives from these populations is essential for ensuring that outreach efforts and transit plan improvements are inclusive and effective. Stakeholder groups include

- Community / individuals,
- Community partners / non-profits,
- Governing and transportation agencies,
- Other transit agencies,
- Adjacent communities, and
- Others

Appendix C lists stakeholders working with GoRaleigh.

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## 7. METHODS





GoRaleigh uses a variety of public participation methods to facilitate public participation. Each public participation effort requires a well-defined goal and thoughtful planning. GoRaleigh's Public Participation Toolkit provides resources for staff engaging with the public. The toolkit walks users through understanding how engagement fits in the transportation planning process, preparing for engagement, working with partners, making sure engagement is equitable and providing language assistance, and choosing and implementing techniques.

Participation methods range from those used to inform the public, to those for gathering information, to those used to collaborate with the public.

Figure 3 summarizes the methods GoRaleigh may consider for public participation and the factors that influence selection. The figure groups outreach tools and techniques by their function (Inform, Get Feedback, or Collaborate) and indicates each method's suitability for various transit processes. Ranges are provided to characterize the costs and resource needs associated with each technique. Each tool or technique is also characterized by its suitability for engaging non-traditional stakeholders.

Descriptions of key methods follow the figure.

Figure 3: Participation Methods

	Transit Process Phase	Inform																Get Feedback										Collaborate																								
		Community blogs/bulletins	Community to Community Outreach	Educational Videos	Flyers	Informational displays/kiosks	Informational handouts	Emails, listservs, and other e-communication methods	Newsletters	Presentations to non-profits, civic/community groups, and underserved populations	Social media postings/announcements	Translated written materials	Visualization/Graphic novels	Webinar	Websites - informational	Media				Community canvassing	Community interviews	Interpreters at meetings	Listening Sessions	Open houses	Photo/video submissions	Public hearing	Social media sites - comments	Surveys/Polls/Questionnaires	Video Storytelling	Interactive Meetings/Activities				Community Events				Programs & Partnerships														
																Advertisements	Press releases and press kits	Public service announcements	Distribution in minority media outlets											Charrettes	Design Working Group	Games	Social media - Live meetings/events	Virtual Engagement	Workshops	Community Conversations	Community Events and Meetings	Onsite meetings/walk tours/accessibility audits	Pop-up events	Community leaders/ambassadors	Community partner-led engagement	Inclusive Outreach	Interagency coordination	Meeting-in-a-Box	Mobile Applications	Participatory Mapping	School-based outreach	Staff liaison/ participation with organizations	Train the Trainer Programs			
 Planning	Long Range Planning	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲			
	Short Range Planning	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲		▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲			
	Corridor Planning	▲	▲	▲	▲	▲	▲	▲	▲		▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲		
	Service and Fare Planning	▲			▲	▲		▲		▲	▲		▲		▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲		▲			▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	
	Facilities Planning and Design	▲			▲	▲		▲		▲	▲		▲		▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲		▲	▲	▲	▲			▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	
 Implementation	Grant Programming	▲						▲		▲	▲			▲	▲					▲					▲		▲													▲	▲			▲								
	Service and Fare Changes	▲	▲	▲	▲		▲	▲	▲	▲	▲	▲			▲	▲	▲	▲	▲	▲	▲		▲	▲	▲	▲	▲	▲	▲						▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲
	Construction of New Facilities	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲			▲	▲	▲	▲	▲	▲	▲	▲			▲	▲	▲		▲		▲	▲				▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲
 Operations and Maintenance	Ongoing Operations and Maintenance	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲		▲	▲	▲	▲	▲				▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲
	Establishing System-wide Standards and Policies	▲					▲		▲	▲	▲	▲		▲	▲					▲		▲	▲		▲	▲	▲	▲		▲					▲				▲	▲			▲			▲		▲	▲	▲	▲	
	Transit and Paratransit Service Monitoring	▲	▲		▲		▲	▲	▲	▲	▲	▲			▲	▲	▲	▲	▲	▲	▲	▲			▲		▲	▲	▲						▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲
 Agency- or City-wide Programs	Title VI Program	▲		▲	▲		▲	▲	▲	▲	▲	▲		▲	▲							▲	▲		▲	▲	▲	▲	▲					▲					▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	
	EEO, ADA, and Other Programs	▲			▲		▲	▲	▲	▲	▲	▲		▲	▲							▲	▲		▲	▲	▲	▲	▲		▲	▲						▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲
	Cross-Departmental / City Initiatives	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲	▲
Other Criteria	Cost	\$-\$																																																		

## **Description of Public Participation Methods**

Open House - An open house is an informal meeting where people join at any time to get project-specific information and talk one-on-one with representatives at pre-arranged stations. Guests get information at their own pace from the various exhibits and provided materials. Attendees are encouraged to provide their opinions, comments, and preferences for the record to project leads either in writing or spoken.

Online town hall - An online session with a facilitator-guided discussion or event.

Virtual engagement - Virtual engagement is a flexible approach for engaging with the intended audience online. Virtual engagement platforms focus on creating interactive online experiences..

Informational handouts - Information may be shared in conventional formats like factsheets, FAQs, or newsletters as well as in creative ways like graphic novels or other visualizations.

Community Member to Community Member Engagement - Community member to community member is a grassroots program to build community-wide awareness of any particular issue. This program relies on neighbor residents encouraging others to get informed and involved in a particular initiative by disseminating information through postcard writing, door to door canvassing, social media posts, phoning or texting.

Social Media - Social Media and web-based communication outreach strategies are the most convenient and cost-effective tools that provide information quickly to a wide and diverse audience. Web page and social media content is developed by or for the agency to engage and get the public's attention in high numbers. A variety of mediums can be published on-line for public consumption, such as videos, photos, documents and links to other resources. Social media posts are a great tool to share information and encourage participation. Posted content is sharable, thus helping to spread the information within the community. This tool is a great resource to engage the younger generation.

Community Interviews - Using pre-written questions, project team members will reach out to key stakeholders and community leaders to solicit feedback on a variety of local/neighborhood topics. This can be in a one-on-one or small group format. Responses can be used to help structure the outreach program as well as project recommendations. Questions that should be asked should include local issues, other leaders/groups to network with, and to rate existing services/programs.

Surveys - Surveys are a tool to extract quantitative or qualitative data to analyze and understand the perceptions, preferences, and needs of a particular population to be able to implement a successful plan.

Community Canvassing - Community canvassing techniques take engagement to the people. For transit, this often means conducting outreach at transit stations and centers to directly reach riders.

Photo/video submission - Not everyone likes to write or have the words to express exactly what they would like to convey. Allowing community members to submit comments using video

or photo gives them an opportunity to convey thoughts and ideas as precisely as possible. Submissions could be pictures of a particular location, issue, or best case example at another location. This allows for richer content.

Videos - Videos are a powerful visual and auditory tool to engage, educate, and tell a story about a particular topic, community, or area of interest. Video storytelling and educational videos are known for their capability to establish deeper understanding and engagement around a topic to meet key objectives. Video storytelling can be used to express a narrative through video. It can be used to help present a brand, allow users to connect, and explain the evolution of an organization.

Workshops - Workshops are interactive meetings that include facilitated exercises. A workshop typically includes an informational component as well as one or more interactive exercises or facilitated small group discussions. Fun and creative exercises like games or puzzles encourage everyone to participate.

Onsite Meetings/Walking Tours - A site tour or audit is a comprehensive examination of a site environment. Site tours/audits provide an interactive learning opportunity for members of the community to better understand the evaluative criteria of a particular area. Community members may have varying needs and expectations, or function differently in a common area, site tours/audits are a great way to bring everyone to work together to record the interests of diverse sectors of the population, define shared interests, and create community-based solutions.

Charrettes - A charrette integrates creative, intense working sessions in the form of a series of short feedback loops conducted for public engagement workshops, meetings, or at open houses. As an open, collaborative multidisciplinary planning process, this method harnesses the perspectives and ideas of all participating parties using written, illustrative, and narrative-based tools to develop a plan that captures the needs of the community representatives.

Staffed booths at events - The best way to get feedback from any community is to be where they are. Community events, festivals and fairs present a great opportunity to meet neighbors in a fun setting, but will also provide insight to travel patterns of visitors alike. Having a hands-on exercise and a chance to win a prize is a sure way to encourage participation (and friendly word of mouth nudges to visit the project booth).

Pop-up events - A pop-up meeting is a convenient way to expand project exposure by bringing information directly to the people instead of attending a meeting at a specific time and location. Pop-ups are a convenient and effective alternative to more traditional approaches. Pop-ups can be informal and flexible, as agencies can apply creativity and the right resources to have effective results with engaging the public. Pop-ups can take on a more traditional 'tent and tables' approach, or be an elaborate planning effort. The purpose of the pop-up can be informative which may include distributing pamphlets, displaying posters, or for "getting the word out" or participatory, which would include administering surveys, holding impromptu Q & A sessions, or obtaining comments.

School Based outreach - School-based outreach involves reaching out and involving interested parties and parents associated with a particular school district regarding an area of interest or concern. Agencies will contact all applicable school administration staff to determine what would be the most effective outreach methods for connecting with students and their families. Further coordination with school-based outreach would include working with these school-related contacts to involve them in a plan or project that will have an impact on their communities.

Community Leaders/Ambassadors - The Community Leader/Ambassador Program method is an engagement model contract with a member of a specific community that will lead community engagement efforts in a public process. The community ambassador will have deep and trusted connections with specific communities as he or she has established the confidence of both the people in their communities and the local agencies. He or she is known for navigating cultural and language differences. Essentially, this method utilizes intermediaries that open channels of communication and engage communities with the agency working to serve those communities.

Community partner-led engagement - Community-partner-led engagement gives community members within the study area an intentional and transformative role in the project-planning and decision-making process. Community partners should also guide the engagement program and lead outreach efforts, particularly those within their community/service area.

Meeting in a box - A “Meeting in a Box” method is a public engagement technique implemented for small groups that can meet at a convenient time and location to share their opinions about a plan or project in their community. Participant leads are given a meeting kit that contains everything they need to hold a facilitator-guided discussion, including instructions, questions, participant worksheets, questionnaires, and directions for recording and follow-up. Meeting kits can be paper-based or are provided through downloadable links or online platforms that host the meeting materials such as on a project or agency website.

Pass programs - Pass programs targeted to title VI populations – transportation is more than mobility; it is also a crucial link to the socio-economic and overall quality of life for residents. Providing low-to zero fare programs to Title VI/EJ communities will assist in expanding opportunities and access to quality education, better paying jobs, better medical services etc.

Participatory mapping - Participatory mapping is a group-based research process where participants provide information to facilitate the discussion for a given topic. Specifically, participants are asked to note their preferences, features, or concerns onto a project area map. Web-based applications allow users to digitally provide personal input to assemble ideas, comments, or suggestions and it also gives the public easy access to

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## 8. EQUITABLE ENGAGEMENT

GoRaleigh is committed to equitable engagement. Equitable engagement and participation relies on a commitment to include all community members and ensures the people most affected and marginalized, especially individuals and communities that have been historically left out of the transportation planning and decision-making, are able to make intentional contributions to the process. Commitment must be made to go beyond the minimum outreach activities and invest resources to learn, understand and acknowledge historical inequities and the social and economic impacts caused by these structural imbalances.

An equitable engagement program is a two-way collaborative process that can lead to decisions that are properly scaled to address mobility and access, equitable distribution of resources, and effective services and programs. Not only must the engagement plan target all members of the community, but to be successful, the program must foster community trust built on accountability and mutual respect.

Equitable engagement will be a key component of public participation for all GoRaleigh outreach efforts. Participation methods and techniques will be selected to encourage diverse participation. Key strategies for making engagement more equitable are described below.

- **Locate meetings near transportation services.** Events should be readily accessible for transit-dependent individuals. In some cases, providing transportation options may be considered.
- **Choose community/neighborhood locations.** Neighborhood-scale engagement can help build trust and make it easy for people to attend.
- **Bring engagement to where community members are.** Attending a specific meeting requires people to commit their time and travel to the location of the meeting. Bringing engagement to where people already are removes the demands on participants' time and resources.
- **Provide childcare/ kids activities.** Parents can participate more readily in child-friendly events.
- **Keep information clear, easy-to-read, and quick.** Digesting complex information requires a commitment of mental energy. Keeping information easy to understand quickly also helps reduce demands on participants.
- **Provide services for visually or hearing-impaired individuals.** Accessibility is important for all forms of engagement. Making engagement more accessible ranges from providing information in multiple formats to providing sign language interpreters at meetings or braille translations of written materials.
- **Provide flexibility in days and times for meetings.** Consider the needs of individuals working different shifts and juggling other responsibilities.
- **Provide accessible, virtual options.** Most adults in the U.S. now have access to the internet in some form, often via smartphone. In recent months, the COVID-19 pandemic has forced agencies to focus more on virtual options for engagement. Virtual options provide a powerful tool in removing many of the barriers to participation for those who have internet access. Virtual meetings are accessible from wherever people are and can remove barriers associated with travel and caregiving responsibilities. Many virtual options also remove the barriers associated with scheduling – people can participate whenever it is most convenient for them.
- **Provide translation/interpretation services.** Language assistance is a critical for inclusion of those with limited English proficiency. Appendix A details GoRaleigh's Language Assistance Plan.

## 9. MEASURING SUCCESS

GoRaleigh is committed to determining the success of its public participation strategies through quantifiable performance measures. Both qualitative and quantitative approaches are employed by GoRaleigh to evaluate the effectiveness of outreach initiatives. Measures are generally selected as appropriate for each outreach effort. GoRaleigh may also use specific metrics to track performance agency wide. Figure 4 on the next page illustrates metrics that may be considered by GoRaleigh.

**Figure 4: Public Participation Metrics**

Metric	Types of Measure			Reporting Audience		Scope		Ease of Collecting Data
	Quantity	Quality	Effectiveness	Agency-Oriented	Public Oriented	Project or Plans Specific	Agency-wide	
Accessibility								
Meeting/outreach event location(s) represent area demographics (minority, low-income, LEP persons, other characteristics of immediate v. project area)		✓		✓	✓	✓	✓	**
Online engagement participation levels and diversity (total and % minority, low-income, LEP, and other demographics)	✓	✓		✓	✓	✓	✓	*
Distance/accessibility of meetings/events by transit		✓		✓	✓	✓	✓	*
All agency meetings/events are ADA accessible*		✓		✓	✓	✓	✓	*
Agency meetings/events have language accessibility°		✓		✓	✓	✓	✓	*
Effectiveness of notification methods (include a question on comment form about how they learned of the opportunity)		✓	✓	✓		✓	✓	**
Reach								
Total number of attendees at meeting or outreach event (goal of ##)	✓			✓	✓	✓		*
Total number of relevant comments (goal of ##)	✓			✓	✓	✓		*
Number of people signed up for ongoing engagement (goal of ##)	✓			✓			✓	*
Number of visits, time spent, and/or unique visitors to project webpage (goal of ##)	✓			✓		✓		*
Number of articles or media coverage (goal of ##)	✓			✓		✓	✓	**
Likes and shares of social media posts (goals of ##, ##)	✓			✓	✓	✓	✓	*
Number/Percent of online visitors engaging (comments, feedback, surveys)	✓	✓		✓		✓		*
Number/Frequency of community engagement opportunities (ongoing and initiative-based measures)	✓			✓	✓	✓	✓	**

Diversity/Equity								
Demographic distribution of commenters as measured by voluntary demographic data collected via comment forms represents customer base and/or project or plan area		✓		✓	✓	✓	✓	**
Geographic distribution of participants based on comment form addresses or zip codes (goal of ## percent of zip codes represented)		✓		✓	✓	✓		**
Number or percentage of meeting, event, or virtual activity attendees and/or comments received from minority, low-income, and/or LEP persons (goals of ## or ## percent)	✓	✓		✓	✓	✓		**
Diversity of community organizations provided notifications or coordinated with for community events and cross-section of Title VI populations served (goal of ## organizations representing seniors, low-income, minority, LEP, and/or disabled populations)		✓	✓	✓		✓	✓	**
# of non-profits engaged	✓	✓		✓		✓	✓	**
# of other community partners	✓	✓	✓	✓		✓	✓	**
Community feedback on agency (e.g. "agency values its customers", "would recommend to others", "agency engages all community members equitably" or similar), disaggregated by race, income, or other characteristics using comment form or questionnaire			✓	✓	✓		✓	***
Decision Integration								
All comments are analyzed and summarized to the project team in a timely manner for decision-making (goal of meeting summaries prepared within ## business days)	✓		✓	✓		✓	✓	**
All comments requiring response are responded to within ## business days	✓		✓	✓		✓	✓	**
Comments requiring response and actions taken in response to comments are tracked			✓	✓	✓	✓	✓	***
Integration of public and partner input into transit service and fare planning decisions (structured evaluation)			✓	✓	✓		✓	***
Change over time in customer satisfaction on transit service and fares (year to year survey comparisons)			✓	✓	✓		✓	***
Number/Percent of online visitors engaging (comments, feedback, surveys)	✓	✓		✓		✓		*
Number/Frequency of community engagement opportunities (ongoing and initiative-based measures)	✓			✓	✓	✓	✓	**

\* Always Applies



\*\* Applies when thresholds are met or data indicates language assistance is needed

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## APPENDIX A - LANGUAGE ASSISTANCE PLAN

## APPENDIX B – PUBLIC PARTICIPATION ACTIVITIES

Process	Public Participation Activities or Requirements
 <b>Planning</b>	
<b>Interagency/Regional Planning Efforts</b>	GoRaleigh collaborates with regional and local partners to implement effective public participation around efforts such as the Wake Transit Plan and the CAMPO planning process. GoRaleigh's role and responsibilities depend on which agencies it is collaborating with and the specific effort.
<b>Long Range, Short Range, and Corridor Planning</b>	Most of GoRaleigh's planning efforts are conducted in collaboration with one or more partners. Public participation strategies are developed for each planning effort.
<b>Transit and Paratransit Service and Fare Planning</b>	GoRaleigh conducts public outreach to obtain feedback about proposed changes. For proposed changes to service, outreach may occur during long range and/or short-range transit planning and also includes public meetings and other outreach to announce and obtain feedback approaching implementation of proposed changes to routes.
<b>Facilities Development, Planning, and Design</b>	During the initial planning stage for construction of a new facility or expansion of an existing facility such as a vehicle storage facility, maintenance facility, operation center, park and ride, etc., GoRaleigh conducts a Title VI equity review. The equity review identifies if there is potential for any disproportionate adverse impacts or disparate burdens to minority and low-income populations as a result of the construction of the facility or improvements. As part of the process, GoRaleigh engages the public to receive its input about facility siting, planning and mitigation options.
 <b>Implementation</b>	
<b>Service and Fare Changes</b>	GoRaleigh complies with FTA public outreach requirements under Title VI and GoRaleigh's major service and fare change policies. This includes conducting equity analyses to determine if there are any disproportionate impacts or disparate burdens felt by minority and low-income populations as a result of the changes, and using public input to help determine alternatives or modifications to any proposed changes or identify opportunities for service enhancements or other strategies to mitigate any potential disproportionate impacts or disparate burdens.
<b>Construction of New Facilities</b>	For construction involving federal funds, GoRaleigh follows the stipulations set by the NEPA for project planning and design. This includes providing opportunities for the public input during the NEPA process and incorporating EJ and Title VI principles by ensuring meaningful participation by low-income and minority persons. GoRaleigh conducts public outreach and uses public input to evaluate alternatives, identify potential effects and, when necessary, to develop mitigation measures to address potential impacts. Throughout the process GoRaleigh works to ensure a high level of accessibility to public meetings, official documents, and notices to affected communities.

Process	Public Participation Activities or Requirements
 Implementation (continued)	
<b>Grant Programming</b>	<p>GoRaleigh is the FTA's designated recipient of funding in the Raleigh-Cary urbanized area for the Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities Program. GoRaleigh notifies the public and key stakeholders about the program's call for projects and eligibility requirements, administers grant funding, oversees and monitors the grants once they are awarded, and prepares and adopts a 5310 Program Management Plan (PMP), which was done most recently in 2020. Stakeholder and Public Outreach Activities for this program include:</p> <ul style="list-style-type: none"> <li>• Public engagement related to development and adoption of the PMP</li> <li>• Advertising program funding availability</li> <li>• Announcing a Call for Projects</li> <li>• Conducting workshops and presentations to provide information about the program, eligibility requirements, and application process.</li> <li>• Presentation of recommended grant awards and approvals at open meetings.</li> </ul>
 Operations and Maintenance	
<b>Ongoing Operations and Maintenance</b>	<p>GoRaleigh routinely interfaces with the public during its regular operations. GoRaleigh provides information, alerts, and updates as a part of daily service, special events, and emergency operations. The GoRaleigh <a href="#">website</a> provides information about its service maps and schedules, fares and passes, and top news stories. Information about GoRaleigh Access paratransit service is provided on the City of Raleigh's <a href="#">website</a>. Additionally, the public can receive updates through Twitter, Instagram, Facebook or sign up for bus alerts through <i>MyRaleigh Subscriptions</i>.</p>

Process	Public Participation Activities or Requirements
<b>Programs and Policies</b>	
<b>Title VI Program</b>	<p>Public participation is an integral part of the development and adoption of the Title VI Program. Specific outreach requirements include:</p> <ul style="list-style-type: none"> <li>• Providing a Public Notice of Rights under Title VI</li> <li>• Publicly posting Title VI Complaint Procedures</li> <li>• Develop a public participation plan to engage minority and LEP populations</li> <li>• Develop a Language Assistance Plan for engaging with LEP populations</li> <li>• Engage the public when developing policies to establish the disparate impact and disproportionate burden thresholds for use in determining adverse effects of major service changes or fare increases.</li> <li>• Engage the public in the decision-making process to develop the major service change policy.</li> <li>• Engage the public in the decision-making process to develop the major service change policy.</li> <li>• Engage the public in evaluating and addressing the potential for proposed major service changes or any fare changes to create disparate impacts or disproportionate burdens to minority and low-income populations.</li> </ul>
<b>Disadvantaged Business Enterprise (DBE) Program</b>	<p>GoRaleigh's Disadvantaged Business Enterprise (DBE) program is meant to ensure nondiscrimination and create a level playing field on which DBEs can fairly compete for contracts. This program involves outreach and public input for certain program activities, such as setting goals for DBE contracting as a percent of federal funds received.</p>

## APPENDIX C – STAKEHOLDERS

Stakeholder Type	Stakeholders
<b>Community / Individual</b>	<ul style="list-style-type: none"> <li>• Transit riders               <ul style="list-style-type: none"> <li>o Fixed route</li> <li>o Paratransit</li> </ul> </li> <li>• Members of the general public</li> <li>• Traditionally underserved populations               <ul style="list-style-type: none"> <li>o Low-Income</li> <li>o Minority</li> <li>o Low English Proficiency (LEP)</li> <li>o Elderly</li> <li>o Youth</li> <li>o Persons with disabilities</li> </ul> </li> </ul>
<b>Community Partners / Non-profits</b>	<ul style="list-style-type: none"> <li>• African American Caucus</li> <li>• Alianza Latina Pro-Educación en Salud (ALPES)</li> <li>• Alliance of Disability Advocates (ADA)</li> <li>• Arc of the Triangle</li> <li>• Arc of Wake County</li> <li>• Boys and Girls Clubs</li> <li>• Bicycle and Pedestrian Advisory Commission (BPAC)</li> <li>• Business organizations</li> <li>• Capital Area Friends of Transit</li> <li>• Carroll's Kitchen</li> <li>• CASA</li> <li>• Center for Volunteer Caregiving (CVC)</li> <li>• Centro para Familias Hispanas (CPFH)</li> <li>• Chinese American Friendship Association of North Carolina</li> <li>• Citizens Advisory Councils (CACs)</li> <li>• Community Partner Network</li> <li>• Community United Church of Christ - Justice in Changing Climate</li> <li>• Councils on Aging</li> <li>• Downtown Living Advocates</li> <li>• Downtown Raleigh Alliance (DRA)</li> <li>• DHIC</li> <li>• Dialysis center support groups</li> <li>• Disability Rights North Carolina</li> <li>• El Pueblo</li> <li>• Family Promise of Wake County</li> <li>• Family Support Network of Wake County</li> <li>• Garner Senior Center</li> <li>• Glenwood South Neighborhood Collaborative</li> <li>• Habitat for Humanity</li> <li>• Healing Transitions (Men's Shelter)</li> <li>• Healing Transitions (Women's Shelter)</li> </ul>

Stakeholder Type	Stakeholders
<b>Community Partners / Non-profits</b>	<ul style="list-style-type: none"> <li>• Homeowners associations (HOAs) &amp; neighborhoods on City contact lists</li> <li>• Jobs for Life</li> <li>• Justice Love Foundation</li> <li>• Mayor's Committee for Persons with Disabilities</li> <li>• NAACP</li> <li>• Neighbor2Neighbor</li> <li>• New Bern Corridor Alliance</li> <li>• North Carolina Bicycle Club</li> <li>• Oaks and Spokes</li> <li>• Partnership Raleigh Program (City of Raleigh)</li> <li>• Passage Home</li> <li>• Raleigh bike share program representatives</li> <li>• Raleigh Chamber of Commerce</li> <li>• Raleigh Dream Center</li> <li>• Raleigh Housing Authority</li> <li>• Raleigh Rescue Mission</li> <li>• Raleigh Youth Council</li> <li>• Regional Transportation Alliance</li> <li>• Resources for Seniors</li> <li>• Religious organizations / places of worship</li> <li>• Retirement groups / AARP</li> <li>• Sacred Heart Catholic Church</li> <li>• Saint Augustine's University</li> <li>• Salvation Army</li> <li>• Shared mobility user groups (bike, run, walk)</li> <li>• Shaw University</li> <li>• Southeast Community Organization</li> <li>• Southeast Raleigh Assembly</li> <li>• Southeast Raleigh Community Center</li> <li>• Step Up Ministry</li> <li>• Wake Tech University</li> <li>• WakeUP Wake County</li> <li>• William Peace University</li> <li>• Wilmington</li> </ul>
<b>Governing and Transportation Agencies</b>	<ul style="list-style-type: none"> <li>• CAMPO</li> <li>• City of Raleigh Planning Commission</li> <li>• FTA</li> <li>• NCDOT</li> <li>• Raleigh City Council</li> <li>• Raleigh Transit Authority (RTA)</li> <li>• Resource/regulatory agencies</li> <li>• Transit Citizen Advisory Committee (GoTriangle)</li> <li>• Wake County Transit Planning Advisory Committee (TPAC)</li> </ul>

Stakeholder Type	Stakeholders
Other Transit Agencies	<ul style="list-style-type: none"> <li>• GoCary</li> <li>• GoDurham</li> <li>• GoTriangle</li> <li>• GoWake Access</li> <li>• Wolfline</li> </ul>
Adjacent Communities	<ul style="list-style-type: none"> <li>• Contracted service recipients: <ul style="list-style-type: none"> <li>◦ Fuquay-Varina</li> <li>◦ Knightdale</li> <li>◦ Wake Forest</li> <li>◦ Wendell</li> <li>◦ Zebulon</li> </ul> </li> <li>• Other Wake County communities <ul style="list-style-type: none"> <li>◦ Apex</li> <li>◦ Cary</li> <li>◦ Durham</li> <li>◦ Garner</li> <li>◦ Holly Springs</li> <li>◦ Morrisville</li> <li>◦ Rolesville</li> </ul> </li> </ul>
Other	<ul style="list-style-type: none"> <li>• Media <ul style="list-style-type: none"> <li>◦ News and Observer</li> <li>◦ Carolinian</li> <li>◦ Que Pasa</li> </ul> </li> <li>• Property owners and developers</li> </ul>

# Summary of Outreach Efforts

## [Placeholder]



## **Section 2**

### **Public Engagement**

#### **B: Language Assistance Plan**

# Language Assistance Plan

## Introduction

The Raleigh Transit Authority (RTA) is a transportation policy-making board responsible for planning and prioritizing transportation projects within the Urbanized Area, as defined by the US Census Bureau. The RTA works with the public, planning organizations, government agencies, elected officials, and community groups to develop transportation plans and programs through a continuing, cooperative, and comprehensive planning process. GoRaleigh is the City of Raleigh agency responsible for planning and delivering transit service. The Language Assistance Plan describes how GoRaleigh will ensure that individuals with limited English proficiency have meaningful access to the transportation planning process.

The Language Assistance Plan provides an implementation process to address appropriate language needs identified in GoRaleigh's self-assessment.

## Goals

- Provide meaningful access to vital GoRaleigh programs and services for Limited English Proficiency (LEP) persons identified using the four-factor analysis of the Limited English Proficiency Plan.
- Identify various resources, with or without associated costs, to ensure the organization can balance meaningful access to programs and services, while not incurring undue burdens on financial resources.
- Complete plan updates every three years and staff reviews annually to ensure resources identified remain consistent with identified needs.

## Title VI-Related Legislation

A variety of federal laws, regulations, court cases, and guidance establish requirements for agencies receiving federal assistance to conduct their business in a non-discriminatory fashion. Key federal laws, regulations, court cases or guidance relevant to this plan are summarized in Table 1.

Table 1: Federal Requirements

Federal Law, Regulation, Case or Guidance	Requirement
<b>Title VI of the Civil Rights Act of 1964</b> 42 U.S.C. § 2000d	Prohibits discrimination on the basis of race, color, or national origin in programs and activities receiving federal financial assistance
<b>Department of Justice Regulations</b> 42 U.S.C. § 2000d-1	Prohibits recipients of federal funds from "utilizing criteria or methods of administration which have the effect of subjecting individuals to discrimination because of their race, color, or national origin, or have the effect of defeating or substantially impairing accomplishment of the objectives of the program as respects individuals of a particular race, color, or national origin"
<b>Lau v. Nichols</b> 414 U.S. 563 (1974)	Held that Title VI prohibits conduct that has a disproportionate effect on persons with limited English

	proficiency (LEP), because such conduct is tantamount to national origin discrimination
<b>Civil Rights Restoration Act of 1987</b> Public Law 100-259 {S.557} March 22, 1988	Broadened the scope of Title VI coverage by expanding the definition of terms "programs or activities" to include all programs and activities of Federal Aid recipients, sub-recipients, and contractors, whether such programs and activities are federally assisted or not
<b>Executive Order 12898 "Federal Actions to Address Environmental Justice (EJ) in Minority Populations and Low-Income Populations"</b>	Requires federal agencies to identify and address disproportionately high and adverse human health or environmental effects of its programs, policies, or activities on minority or low-income populations
<b>Executive Order 13166 "Improving Access to Services for Persons with Limited English Proficiency (LEP)"</b>	Requires agencies to implement a system to provide meaningful access to services for those who do not speak English proficiently

### Limited English Proficiency

This plan addresses Title VI of the Civil Rights Act of 1964, which prohibits discrimination based on race, color or national origin and Executive Order 13166: Improving Access to Service for Persons with Limited English Proficiency signed on August 11, 2000. The purpose of the Executive Order is to ensure accessibility to programs and services to eligible persons who have limited proficiency in the English language. The U.S. Department of Transportation (DOT) issued guidance requiring development of a Language Assistance Plan consistent with the fundamental mission of the organization, though not unduly burdening the organization. Table 2 compares the requirements of Title VI with Executive Order 13166.

**Table 2: Title VI and Executive Order 13166**

<b>Title VI of the Civil Rights Act of 1964</b>	<b>Limited English Proficiency Executive Order 13166</b>
Federal Law	Federal Policy
Enacted in 1964	Enacted in August 2000
Considers all persons	Considers eligible population
Contains monitoring and oversight compliance review requirement	Contains monitoring and oversight compliance review requirement
Provides protection on the basis of race, color, national origin, and subsequently expanded to include sex, age, or disability	Provides protection on the basis of national origin
Focuses on eliminating discrimination in federally funded programs	Focuses on providing LEP persons with meaningful access to services using four factor criteria

The DOT LEP Guidance recommends that all recipients, especially those that serve large LEP populations, should develop an implementation plan to address the needs of the LEP populations they serve. The DOT LEP Guidance notes that effective implementation plans typically include the following five elements:

1. Identifying LEP individuals who need language assistance:

2. Providing language assistance measures
3. Training staff
4. Providing notice to LEP persons
5. Monitoring and updating the plan

## Plan Summary

GoRaleigh developed this *Language Assistance Plan* to help identify reasonable steps for providing language assistance to persons with limited English proficiency (LEP) who wish to access services provided by the transit authority. As defined in Executive Order 13166, LEP persons are those who do not speak English as their primary language and have limited ability to read, speak, write or understand English.

This plan outlines how to identify a person who may need language assistance, the ways in which assistance may be provided, staff training that may be required, and how to notify LEP persons that assistance is available.

In order to prepare this plan, GoRaleigh undertook the U.S. DOT four-factor LEP analysis which considers the following factors:

1. The number or proportion of LEP persons in the service area who may be served or are likely to encounter a GoRaleigh program, activity or service.
2. The frequency with which LEP persons come in contact with GoRaleigh programs, activities or services.
3. The nature and importance of programs, activities or services provided by GoRaleigh to the LEP population.
4. The resources available to GoRaleigh and overall cost to provide LEP assistance.

A summary of the results of the four-factor analysis is in the following section.

## Four-Factor Analysis

1. The number or proportion of LEP persons in the service area who may be served or are likely to encounter a City of Raleigh program, activity or service.

GoRaleigh will assess the language needs of the population to be served. To identify the language and number of LEP persons GoRaleigh may encounter, staff will review:

- Census Data
- School system data
- Community agency data
- Interviews with staff and stakeholders to determine frequency of contact with LEP individuals and what language was encountered

The first step towards understanding the profile of individuals that could participate in the transportation planning process is a review of Census data. LEP individuals are those who speak English less than “very well” as reported in census data. An LEP population is identified when the total number of persons over the age of 17 in a particular language group who speak English less than “very well” comprises at least five percent of the total adult population and is at least 50 persons, or when the total

number of persons over the age of 17 speaking a particular language group and speaking English less than “very well” is 1,000 or greater. Populations that speak a particular language group and speak English less than “very well” of greater than 50 persons but less than five percent of the total population are identified as populations that may require language assistance.

Table 3 summarizes Census data regarding the prevalence of LEP in Wake County and the City of Raleigh. The City of Raleigh represents the core fixed route and paratransit service area. Wake County data is also presented because GoRaleigh serves some other communities within Wake County and administers grant funding to eligible entities with either an origin or destination in the Raleigh-Cary urbanized area that may serve areas elsewhere in Wake County or even beyond. Details are presented in Appendix A.

**Table 3: Limited English Proficiency in Wake County and City of Raleigh**

	Overall				Speak English only or speak English "very well"				Speak English less than "very well"			
	Wake County		City of Raleigh		Wake County		City of Raleigh		Wake County		City of Raleigh	
	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent
Population 18 years and over	849,055		375,333									
Speak Only English	748,052	88.1%	332,565	88.6%								
Speak Spanish	64,945	7.6%	35,883	9.6%	38,396	4.5%	20,554	5.5%	26,549	3.1%	15,329	4.1%
Speak Other Indo-European Languages	37,100	4.4%	11,895	3.2%	30,272	3.6%	9,991	2.7	6,828	0.8%	1,904	0.5%
Speak Asian and Pacific Island Languages	34,091	4.0%	10,797	2.9%	21,651	2.6%	5,819	1.6%	12,440	1.5%	4,978	1.3%
Speak Other Languages	13,207	1.6%	8,574	2.3%	10,684	1.3%	6,404	1.7%	2,523	0.3%	2,170	0.6%
Source: US Census Bureau, American Community Survey 1-year Estimates (2019), Table S1601, "Language Spoken at Home."												

US Census data indicate that the total population within Wake County is 1,044,708. 18.0% of Wake County's total population is age 5 and older and speaks a language other than English at home (187,807). In addition, 5.4% (56,607) of the total population of Wake County's service area are LEP individuals. Approximately 56.9% (32,186) of these LEP individuals speak Spanish. Table 4 summarizes the top ten languages spoken by LEP populations in Wake County (those that speak English less than very well). Details on the languages spoken in Wake County are presented in Appendix A.

**Table 4: Top 10 Languages Spoken by LEP Populations**

Language	Speak English less than very well
Total LEP	47,223
Spanish	32,186
Chinese (including Mandarin, Cantonese)	4,490
Vietnamese	2,552
Korean	1,687
Tamil	1,331
Telegu	1,239
Gujarati	1,145
Arabic	1,039
Persian (including Farsi, Dari)	788
Swahili or other languages of Central, Eastern, and Southern Africa	766

#### School System Data:

Student enrollment data regarding enrollment for the 2019-2020 school calendar year was collected for Wake County Public School System. This data supplements baseline census information to provide additional information regarding local trends. Table 5 summarizes key statistics from regarding school enrollment, racial and ethnic data, and special programs including students identified as LEP.

The analysis shows that 9.1% of school students attending schools within Wake County are classified a LEP.

**Table 5: Wake County Public Schools 2019-2020**

Wake County Public Schools Statistics	Number	%
Total Enrollment 2019-2020	161,907	
<b>Race and Ethnicity</b>		
American Indian	393	0.2
Asian	15,906	9.8
Black/African American	36,226	22.3
Hispanic	29,914	18.4
Pacific Islander	188	0.1
Two or more races	6,113	3.8
White	73,443	45.3
<b>Special Programs</b>		
LEP	14,771	9.1
Free and Reduced Lunch	50,843	31.4

The first factor identifies Spanish as the most significant language spoken by the LEP population in the Raleigh Urbanized Service Area.

## 2. The frequency with which LEP persons come in contact with City of Raleigh programs, activities or services.

Frequency with which LEP individuals come in contact with programs, activities or services. The City of Raleigh assesses the frequency of contact with LEP persons by documenting phone inquiries and surveying public meeting attendees. The City received request for several different forms of assistance for language assistance from individuals and groups. It is anticipated that the size of the LEP population will continue to increase and, as a result, so will the probability of future contact with the City of Raleigh, including GoRaleigh.

### **Critical Services**

#### **GoRaleigh and GoRaleigh ACCESS**

GoRaleigh is the transportation resource for the City of Raleigh and Wake County, offering an integrated network of fixed, express, and commuter buses as well as resources for those who carpool, vanpool, walk or bike.

GoRaleigh is one of the triangle region's largest transit systems, providing roughly 6.4 million bus trips taken annually in the City of Raleigh and Wake County. Each weekday customers board GoRaleigh buses an average of 20,000 times. The 2019 GoRaleigh Customer Survey asked a sample of riders about their experience with GoRaleigh. The survey was available in English and Spanish, and 25 riders, or approximately 2% of the sample. While the number was small, there are LEP populations among GoRaleigh's ridership.

GoRaleigh ACCESS is a shared public transportation service for certified riders who are unable to use regular fixed-route buses due to a disability or health condition. GoRaleigh ACCESS service complements GoRaleigh's larger public fixed route transit service, operating in communities and at times when fixed route transit service is available. Rides are provided for any purpose.

GoRaleigh ACCESS's service area includes the areas that are served by GoRaleigh's all day local fixed route services. GoRaleigh ACCESS uses guidelines in the Americans with Disabilities Act (ADA) to determine eligibility. A person might be eligible if: they are unable to navigate the regular fixed-route bus system, or they are unable to board or exit the regular fixed-route bus at some locations, or they are physically unable to get to or from the regular fixed-route bus because of their disability or health condition within an area that the fixed-route serves. GoRaleigh ACCESS serves a small number of LEP individuals. A customer service survey of a sample of GoRaleigh ACCESS riders in 2019 showed no participants requesting to take the survey in Spanish or any other language, though three percent of riders surveyed identified as Hispanic or Latino.

#### **Accessible Taxi Service**

Accessible vans and taxi are used for ADA Paratransit. ADA taxi rides must be reserved in advance. Taxi service is available for all ADA customers and supplements MVT with providing ADA service.

### **MVT**

MVT is a shared-ride small bus contracted service used for ADA Paratransit. ADA rides must be reserved in advance. MVT van service is available for all ADA customers and supplements taxis with providing ADA service.

### **Interactions with LEP Populations**

#### **City of Raleigh ADA Call Center**

GoRaleigh ACCESS's ADA Call Center monitors its interaction with LEP customer via its partnership with Language Line interpreter services. In addition, staff works with other colleges who are trained in other languages and accessible services. Over the previous 18 month period, the Call Center took 18 total calls from LEP customers seeking interpreter services

#### **City of Raleigh Dispatch Operations Center**

The City of Raleigh Dispatch Operations Center monitors its interaction with LEP customer when they are receiving calls, dispatching trips, handling the day to day operations of ADA paratransit. Over the previous 18 month period, the Call Center took 59 total calls from LEP customers seeking interpreter services

#### **City of Raleigh ADA Management Operations**

The City of Raleigh Operations Manager tracks its interaction of the staff and their interactions with LEP customer. Over the previous 18 month period, the Call Center took 47 total calls from LEP customers seeking interpreter services.

#### **City of Raleigh ADA Functional Assessments**

The City's ADA Functional Assessment Center tracks its interaction with LEP customer during it one on one Functional Assessment. Travel training is offered to all customers. Braille, interpreters, and other devices and individuals are brought into the office to serve the customer. Over the previous 18 month period, the Call Center took 39 total calls from LEP customers seeking interpreter services

#### **City of Raleigh Regional Call Center**

The Regional Call Center tracks its interaction with LEP customer. Staff is trained in several languages. Braille, interpreters, and other devices and individuals are brought into the office to serve the customer. Over the previous 18 month period, the Call Center took 96 total calls from LEP customers seeking interpreter services.

### **Touch points For LEP Customers**

Touch Point	Frequency of Contact
Bus drivers – Fixed Route	Moderate
Taxi drivers	Moderate
Bus drivers - Map	Moderate
MVT Drivers	Moderate
Information line	Minimum
Operations center	Minimum
Route guides	Moderate

Functional assessment	Minimum
Reservationist	Moderate
Annual events	Moderate
On-street signage	Moderate
Web site	Minimum
Receptionist	Moderate
Field supervisors	Moderate
Print media	Minimum
Broadcast media	Minimum
Public relations media	Minimum

### **Coordination through Partners**

Coordination with other City of Raleigh work programs partners is important to the process of planning for LEP populations, including anticipating future contact. RTA board meetings, board committee meetings, planning studies and special projects, along with extensive community engagement activities, are conducted throughout the year. The City of Raleigh also coordinates task forces and subcommittees that provide planning support to land use and transportation-related issues and other agency concerns, including the Mayor's Committee for Persons with Disabilities and the Alliance of Disability Advocates. All can provide insights relative to potential contact with LEP groups.

### **Governor Morehead School (GMS)**

The City's Transit Division works with the Governor's Morehead School for the Blind (GMS) on several levels. The school is a testing partner. GMS works with transit on new ideas and information that goes out for public use and LEP persons. The staff and students will test information and review draft documentation on accessible devices, use tactile feedback on fare media, and test audio equipment used on transit and paratransit vehicles.

### **Alliance of Disability Advocates**

The City's Transit Division works with the Alliance of Disability Advocates with travel training with customers that are referred for the City's Functional Assessment Center and all LEP persons. The Alliance conducts customer service training, driver training, and customer conflict and concerns resolutions with the City's Transit program.

### **Mayor's Committee for Persons with Disabilities**

The City's Transit program works with the Mayor Committee for Persons with Disabilities matters of concerns for individuals with disabilities or any LEP persons. These needs may include addressing environmental and attitudinal barriers preventing equal access by citizens with disabilities to education, recreation, employment, transportation and housing. The City works with the committee to inform citizens with disabilities of programs, services and opportunities available to them within the public and private sectors.

### 3. The nature and importance of programs, activities or services provided by GoRaleigh to the LEP population.

GoRaleigh provides fixed route transit and ADA paratransit services. These services provide transportation for critical needs including employment, medical appointments, education, and other nutritional, health, and social needs. Some transportation needs are daily, such as employment; some are several times a week, such as dialysis patients needing transportation to medical appointments; while others are less frequent but still important to riders' overall well-being.

The COVID-19 pandemic has highlighted the critical importance of transit services, particularly for populations of concern. Immigrants and LEP populations may also be transit-dependent for daily, weekly, or other needs.

### 4. The resources available to GoRaleigh and overall cost to provide LEP assistance.

The City of Raleigh has identified resources for potential recipients and associated costs for services. The organization maintains a file with specific contact information for service providers and volunteer-based programs, allowing timely updates. Costs are often determined by the type and scope of services provided. As a result, some resources list "indeterminable" as an associated cost until a specific project is identified.

Resource	Associated Cost	Application
Translation (Spanish)	\$5.00 per page *estimate (Form)	Spanish translation services for standard City of Raleigh forms and documents in-house bilingual staff members for basic translation
Translation (General)	\$0.25 and up/word *industry average	Translation of standard City of Raleigh forms and documents for other languages
Interpretation Services	\$50-\$75 per hour *minimum 1 hours	Services for interpretation at City of Raleigh public hearings in-house bilingual staff members for basic interpretation
Website Portal	Minimal cost for automated translations	The City of Raleigh website includes translations in 91 languages. The GoRaleigh website has translations into Arabic, Chinese (simplified), Filipino, Spanish, and Vietnamese.
Notice	Indeterminable	Notification of the availability of free language services to LEP persons is included within meeting notices advertised in the newspaper. Additionally, when the organization provides notice in the community

		newspaper, efforts are made to also ensure advertisement is included in Spanish language newspaper. Notice is provided on the organization's website and on appropriate materials developed for meetings, events, and public hearings.
Accessible Notifications	Printing costs, variable	Accessible devices and interpreters are available at City of Raleigh meetings, hearings and events to identify individuals with limited English proficiency who are unknown to the organization. This identification provides a means to monitor changing demographics better anticipate future needs.
Phone System	Indeterminable	Currently, the City's phone recording includes an option for information in Spanish.

Based on the four-factor analysis, the RTA developed its LEP Plan as outlined in the following section.

## Language Assistance Techniques

### Outreach Techniques:

Translation resources are available in this region.

When staff prepares a document, or schedules a meeting, for which the target audience is expected to include LEP individuals, then documents, meeting notices, flyers, and agendas will be printed in an alternative language based on the known LEP population.

Bus schedules maps, and other transit publications will be made available in an alternative language when and if a specific and concentrated LEP population is identified.

Current Services Area	Description
Notification	Special assistance notice in newspaper, LEP-specific notice on all agendas, targeted ads in Spanish publications (when vital)
City Website	LEP-related notification available in Spanish via the organization's website. Spanish language interpreters for important information and contact. City website is available in 91 languages.
Internal / Partners	Access to notification resources of all members of the City of Raleigh partnership

Direct Mail	On request, ability to customize direct mail by requested language
Outreach Materials	General information brochure available in Spanish
Community Survey	Customized Spanish-language surveys available
Targeted Forms	Complaint form available in accessible formats able to identify additional language needs
Phone Message	Callers provided the opportunity to speak to a Spanish-speaking staff member
Public Hearing	Bilingual employees, Spanish language brochures, Spanish language forms, notice in Spanish newspaper
Bilingual employees	City of Raleigh bilingual employees communicate in English and Spanish

### Additional Partners and Resources

The City's transit system is a regional transportation partnership. GoRaleigh's local funding partners also provide language assistance services. Additionally, GoRaleigh's consultant teams often have bilingual staff available for translation and interpretation. In an effort to provide meaningful access to the broadest population of those with limited English proficiency, GoRaleigh will seek assistance from local funding partners and community partners for notification and access to translation and interpretation resources that already exist. Examples of partner resources include:

- City of Raleigh Dispatch Operations Center customer service representatives
- City of Raleigh: Bilingual staff in Office of Public Communications
- State Library for the Blind and Physically Handicapped: GoRaleigh works with the State Library for the Blind on a variety of tasks. Braille documents, screen readers, and other accessible devices are used to assist LEP persons. Applicants, Customers, and LEP persons use the State Library for translation and employment assistance.
- Translators and Interpreters: The City has access to translators and interpreters to provide assistance in many languages.
- Emergency Communications Center (<http://www.raleighnc.gov/>): As a staff resource, the City's Emergency Communications Center maintains a comprehensive database of international and national translation associations that extend to languages not commonly encountered in Raleigh and Wake County. The center provides a language line the interprets 128 languages.

### Notification Procedure

GoRaleigh will publicize the availability of Spanish interpreter services, free of charge, prior to board and committee meetings, workshops, and public hearings. Notification will be provided on the organization's website, within meeting notices, and on each agenda.

When appropriate, additional notification will be provided using the following outreach tools:

- Signage
- Public outreach materials
- Partner outreach materials
- Via community-based organizations

- Local Spanish newspapers/publications

The need for additional notification will be determined, in part, by the nature of the meeting or event and the degree in which such assistance is anticipated.

Standard notification regarding language assistance will read:

*...Persons who require translation services, which are provided at no cost, should contact City of Raleigh at (919) 996-3030 or by email at [art@raleighnc.gov](mailto:art@raleighnc.gov) at least three business days prior to the event.*

### How the City of Raleigh staff may identify an LEP person who needs language assistance:

- Examine records to see if requests for language assistance have been received in the past, either at meetings or over the phone, to determine whether language assistance might be needed at future events.
- When the City of Raleigh sponsors an event, have a staff person greet participants as they arrive. By informally engaging participants in conversation it is possible to gauge each attendee's ability to speak and understand English.
- Have *Language Identification Placards* available at City of Raleigh events near the registration table. Individuals self-identifying as persons not proficient in English may not be able to be accommodated with translation assistance at the event, but it will assist the sponsoring agency in identifying language assistance needs for future events.
- Have *Language Identification Placards* on all transit vehicles to assist vehicle operators in identifying specific language assistance needs of passengers. If such individuals are encountered, vehicle operators will be instructed to try to obtain contact information to give to the transit system manager for follow-up. Dispatchers and schedulers will also be instructed to obtain contact information from LEP individuals they encounter, either in person or over the phone.
- *Language Identification Placards* will be available at the Moore Square Bus Station and at the main office reception desk. It will be especially important for the agent to have these cards available since the station serves both the local transit system and national intercity bus carriers.
- Vehicle operators and other front-line staff, like dispatchers, ADA schedulers, and service development planners, will be surveyed annually on their experience concerning any contacts with LEP persons during the previous year. The survey will be conducted once each year.

### Staff Training

- The following training will be provided to City's Transit staff:
- Information on the Title VI Policy and LEP responsibilities.
- Description of language assistance services offered to the public.
- Use of the *Language Identification Placards*.
- Documentation of language assistance requests.
- Use of the City's Language line service.
- How to handle a potential Title VI/LEP complaint.

### Monitoring and Updating the LEP Plan

This plan will be updated every three years to: (1) ensure compliance with federal and state law, (2) update demographic statistics to accurately track the City of Raleigh's population and language needs, (3) confirm the Raleigh Transit Authority Board's commitment to providing services for persons with

limited English proficiency, and (4) provide an assessment of the plan's effectiveness in addressing nondiscrimination objectives. The plan will be reviewed annually by staff to ensure effectiveness.

Updates will include the following:

- The number of documented LEP person contacts encountered annually.
- How the needs of LEP persons have been addressed.
- Determination of the current LEP population in the service area.
- Determination as to whether the need for translation services has changed.
- Determine whether local language assistance programs have been effective and sufficient to meet the need.
- Determine whether transit system's financial resources are sufficient to fund language assistance resources needed.
- Determine whether the City of Raleigh have fully complied with the goals of this LEP Plan.
- Determine whether complaints have been received concerning the agency's failure to meet the needs of LEP individuals.

### Dissemination of the City's Transit Program LEP Plan

A link to the City's Language Assistance Plan will be included on the City of Raleigh website, [www.raleighnc.gov](http://www.raleighnc.gov). Any person or agency with internet access will be able to access and download the plan from the City of Raleigh website. Alternatively, any person or agency may request a copy of the plan via telephone, fax, mail, or in person, and shall be provided a copy of the plan at no cost. LEP individuals may request copies of the plan in translation which the City of Raleigh will provide, if feasible.

Language assistance is a component of GoRaleigh's Title VI program. Individuals with concerns or complaints regarding Language Assistance may contact GoRaleigh or use the Title VI Complaint process. A complaint form is posted on the GoRaleigh Access website. Complaints will also be accepted verbally or in writing and should be directed to the City of Raleigh Transit Program.

## Appendix A: Detailed Language Data

### Limited English Proficiency in Wake County and City of Raleigh

	Overall				Speak English only or speak English "very well"				Speak English less than "very well"			
	Wake County		City of Raleigh		Wake County		City of Raleigh		Wake County		City of Raleigh	
	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent
Population 18 years and over	849,055		375,333									
Speak Only English	748,052	88.1%	332,565	88.6%								
Speak Spanish	64,945	7.6%	35,883	9.6%	38,396	4.5%	20,554	5.5%	26,549	3.1%	15,329	4.1%
Speak Other Indo-European Languages	37,100	4.4%	11,895	3.2%	30,272	3.6%	9,991	2.7	6,828	0.8%	1,904	0.5%
Speak Asian and Pacific Island Languages	34,091	4.0%	10,797	2.9%	21,651	2.6%	5,819	1.6%	12,440	1.5%	4,978	1.3%
Speak Other Languages	13,207	1.6%	8,574	2.3%	10,684	1.3%	6,404	1.7%	2,523	0.3%	2,170	0.6%
Population 5 years and over	1,044,708	(X)	448,223	(X)	988,101	94.6%	419,272	93.5%	56,607	5.4%	28,951	6.5%
Speak Only English	856,901	82.0%	364,674	81.4%	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Speak a language other than English	187,807	18.0%	83,549	18.6%	131,200	69.9%	54,598	65.3%	56,607	30.1%	28,951	34.7%
Spanish	89,424	8.6%	48,523	10.8%	57,238	64.0%	29,479	60.8%	32,186	36.0%	19,044	39.2%
5 to 17 years old	24,479	2.3%	12,640	2.8%	18,842	77.0%	8,925	70.6%	5,637	23.0%	3,715	29.4%
18 to 64 years old	61,164	5.9%	33,744	7.5%	36,067	59.0%	19,349	57.3%	25,097	41.0%	14,395	42.7%
65 years old and over	3,781	0.4%	2,139	0.5%	2,329	61.6%	1,205	56.3%	1,452	38.4%	934	43.7%
Other Indo-European languages	42,843	4.1%	13,445	3.0%	35,001	81.7%	11,142	82.9%	7,842	18.3%	2,303	17.1%
5 to 17 years old	5,743	0.5%	1,550	0.3%	4,729	82.3%	1,151	74.3%	1,014	17.7%	399	25.7%
18 to 64 years old	31,614	3.0%	10,038	2.2%	25,998	82.2%	8,277	82.5%	5,616	17.8%	1,761	17.5%
65 years old and over	5,486	0.5%	1,857	0.4%	4,274	77.9%	1,714	92.3%	1,212	22.1%	143	7.7%
Asian and Pacific Island languages	40,304	3.9%	11,914	2.7%	26,769	66.4%	6,752	56.7%	13,535	33.6%	5,162	43.3%

	Overall				Speak English only or speak English "very well"				Speak English less than "very well"			
	Wake County		City of Raleigh		Wake County		City of Raleigh		Wake County		City of Raleigh	
	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent
5 to 17 years old	6,213	0.6%	1,117	0.2%	5,118	82.4%	933	83.5%	1,095	17.6%	184	16.5%
18 to 64 years old	30,120	2.9%	9,331	2.1%	20,165	66.9%	5,200	55.7%	9,955	33.1%	4,131	44.3%
65 years old and over	3,971	0.4%	1,466	0.3%	1,486	37.4%	619	42.2%	2,485	62.6%	847	57.8%
Other languages	15,236	1.5%	9,667	2.2%	12,192	80.0%	7,225	74.7%	3,044	20.0%	2,442	25.3%
5 to 17 years old	2,029	0.2%	1,093	0.2%	1,508	74.3%	821	75.1%	521	25.7%	272	24.9%
18 to 64 years old	11,883	1.1%	7,424	1.7%	9,725	81.8%	5,587	75.3%	2,158	18.2%	1,837	24.7%
65 years old and over	1,324	0.1%	1,150	0.3%	959	72.4%	817	71.0%	365	27.6%	333	29.0%
Source: US Census Bureau, American Community Survey 1-year Estimates (2019), Table S1601, "Language Spoken at Home."												

**Primary Languages Spoken in Wake County**

<b>Language</b>	<b>Wake County, North Carolina</b>
Total:	1,044,708
Speak only English	856,901
Spanish:	89,424
Spanish: Speak English very well	57,238
Spanish: Speak English less than very well	32,186
French (incl. Cajun):	5,810
French (incl. Cajun): Speak English very well	5,218
French (incl. Cajun): Speak English less than very well	592
Haitian:	1,259
Haitian: Speak English very well	1,259
Haitian: Speak English less than very well	0
Italian:	1,006
Italian: Speak English very well	831
Italian: Speak English less than very well	175
Portuguese:	1,798
Portuguese: Speak English very well	1,664
Portuguese: Speak English less than very well	134
German:	3,002
German: Speak English very well	2,858
German: Speak English less than very well	144
Yiddish, Pennsylvania Dutch or other West Germanic languages:	477
Yiddish, Pennsylvania Dutch or other West Germanic languages: Speak English very well	372
Yiddish, Pennsylvania Dutch or other West Germanic languages: Speak English less than very well	105
Greek:	250

Language	Wake County, North Carolina
Greek: Speak English very well	207
Greek: Speak English less than very well	43
Russian:	2,070
Russian: Speak English very well	1,092
Russian: Speak English less than very well	978
Polish:	463
Polish: Speak English very well	410
Polish: Speak English less than very well	53
Serbo-Croatian:	269
Serbo-Croatian: Speak English very well	269
Serbo-Croatian: Speak English less than very well	0
Ukrainian or other Slavic languages:	1,409
Ukrainian or other Slavic languages: Speak English very well	989
Ukrainian or other Slavic languages: Speak English less than very well	420
Armenian:	0
Armenian: Speak English very well	0
Armenian: Speak English less than very well	0
Persian (incl. Farsi, Dari):	3,055
Persian (incl. Farsi, Dari): Speak English very well	2,267
Persian (incl. Farsi, Dari): Speak English less than very well	788
Gujarati:	4,035
Gujarati: Speak English very well	2,890
Gujarati: Speak English less than very well	1,145
Hindi:	7,358
Hindi: Speak English very well	6,634
Hindi: Speak English less than very well	724
Urdu:	2,818

Language	Wake County, North Carolina
Urdu: Speak English very well	2,342
Urdu: Speak English less than very well	476
Punjabi:	1,715
Punjabi: Speak English very well	1,043
Punjabi: Speak English less than very well	672
Bengali:	2,306
Bengali: Speak English very well	1,612
Bengali: Speak English less than very well	694
Nepali, Marathi, or other Indic languages:	3,003
Nepali, Marathi, or other Indic languages: Speak English very well	2,442
Nepali, Marathi, or other Indic languages: Speak English less than very well	561
Other Indo-European languages:	740
Other Indo-European languages: Speak English very well	602
Other Indo-European languages: Speak English less than very well	138
Telugu:	6,641
Telugu: Speak English very well	5,402
Telugu: Speak English less than very well	1,239
Tamil:	4,344
Tamil: Speak English very well	3,013
Tamil: Speak English less than very well	1,331
Malayalam, Kannada, or other Dravidian languages:	2,910
Malayalam, Kannada, or other Dravidian languages: Speak English very well	2,852
Malayalam, Kannada, or other Dravidian languages: Speak English less than very well	58
Chinese (incl. Mandarin, Cantonese):	11,349
Chinese (incl. Mandarin, Cantonese): Speak English very well	6,859
Chinese (incl. Mandarin, Cantonese): Speak English less than very well	4,490

Language	Wake County, North Carolina
Japanese:	1,369
Japanese: Speak English very well	800
Japanese: Speak English less than very well	569
Korean:	3,438
Korean: Speak English very well	1,751
Korean: Speak English less than very well	1,687
Hmong:	579
Hmong: Speak English very well	257
Hmong: Speak English less than very well	322
Vietnamese:	4,773
Vietnamese: Speak English very well	2,221
Vietnamese: Speak English less than very well	2,552
Khmer:	0
Khmer: Speak English very well	0
Khmer: Speak English less than very well	0
Thai, Lao, or other Tai-Kadai languages:	456
Thai, Lao, or other Tai-Kadai languages: Speak English very well	112
Thai, Lao, or other Tai-Kadai languages: Speak English less than very well	344
Other languages of Asia:	1,650
Other languages of Asia: Speak English very well	1,219
Other languages of Asia: Speak English less than very well	431
Tagalog (incl. Filipino):	1,317
Tagalog (incl. Filipino): Speak English very well	891
Tagalog (incl. Filipino): Speak English less than very well	426
Ilocano, Samoan, Hawaiian, or other Austronesian languages:	1,478
Ilocano, Samoan, Hawaiian, or other Austronesian languages: Speak English very well	1,392

Language	Wake County, North Carolina
Ilocano, Samoan, Hawaiian, or other Austronesian languages: Speak English less than very well	86
Arabic:	3,569
Arabic: Speak English very well	2,530
Arabic: Speak English less than very well	1,039
Hebrew:	448
Hebrew: Speak English very well	448
Hebrew: Speak English less than very well	0
Amharic, Somali, or other Afro-Asiatic languages:	2,243
Amharic, Somali, or other Afro-Asiatic languages: Speak English very well	1,650
Amharic, Somali, or other Afro-Asiatic languages: Speak English less than very well	593
Yoruba, Twi, Igbo, or other languages of Western Africa:	2,371
Yoruba, Twi, Igbo, or other languages of Western Africa: Speak English very well	2,145
Yoruba, Twi, Igbo, or other languages of Western Africa: Speak English less than very well	226
Swahili or other languages of Central, Eastern, and Southern Africa:	4,844
Swahili or other languages of Central, Eastern, and Southern Africa: Speak English very well	4,078
Swahili or other languages of Central, Eastern, and Southern Africa: Speak English less than very well	766
Navajo:	0
Navajo: Speak English very well	0
Navajo: Speak English less than very well	0
Other Native languages of North America:	562
Other Native languages of North America: Speak English very well	562
Other Native languages of North America: Speak English less than very well	0
Other and unspecified languages:	1,199

Language	Wake County, North Carolina
Other and unspecified languages: Speak English very well	779
Other and unspecified languages: Speak English less than very well	420
Source: US Census Bureau, American Community Survey 1-year Estimates (2019), Table B16001, "Language Spoken at Home by Ability to Speak English for the Population 5 Years and Over."	

Over the past 18 months, how many times, did each of the following take calls requesting interpreter services?

- GoRaleighACCESS ADA Call Center
- Dispatch Operations Center
- ADA Management Call Center
- ADA Functional Assessment Center
- Regional Call Center

**Touch points For LEP Customers**

Touch Point	Frequency of Contact
Bus drivers – Fixed Route	Moderate
Taxi drivers	Moderate
Bus drivers - Map	Moderate
MVT Drivers	Moderate
Information line	Minimum
Operations center	Minimum
Route guides	Moderate
Functional assessment	Minimum
Reservationist	Moderate
Annual events	Moderate
On-street signage	Moderate
Web site	Minimum
Receptionist	Moderate
Field supervisors	Moderate
Print media	Minimum
Broadcast media	Minimum
Public relations media	Minimum

## **Section 2**

### **Public Engagement**

#### **C: Minority Representation on Planning and Advisory Boards**



## Minority Representation on Committees and Councils

Raleigh City Council members may advise and/or appoint citizens on standing committees that meet regularly and make recommendations to the full City Council. The public is encouraged to attend, in person or virtually, the Raleigh City Council and committee meetings and hearings and express their points of view on matters before the Council.

### Representation on Transit Committees

The processes used for appointing members to transit-related boards and other planning and advisory committees vary between committees. Members of boards and some committees are appointed by the Raleigh City Council using a process governed by the City of Raleigh and Capital Area Metropolitan Organization bylaws. Other committees consist of a combination of members appointed by the Council and locally elected officials or rely on mechanisms or formulas specific to that committee.

The demographic profiles of key committees relevant to GoRaleigh are summarized in the table below along with the demographic makeup of the City of Raleigh.

### Minority Representation on Committees and Councils

Body	Total Members / Pop.	Caucasian	Hispanic / Latino	African American	Asian	Native American and Alaska Native	Native Hawaiian / Pacific Islander	Some Other Race	Two or More Races
Raleigh Population	457,159	267,220 58.5%	50,130 11.0%	132,492 29.0%	20,514 4.5%	1,662 0.4%	304 0.1%	21,356 4.7%	13,611 3.0%
Raleigh Transit Authority	10	6 60%	0	4 40%	0	0		0	0
Transit Planning Advisory Committee	21	17 80.9%	0	4 19.1%	0	0	0	0	0
LEP committee (volunteer)	5	0	3 60%	0	2 40%	0	0	0	0

**Raleigh Transit Authority**

The Raleigh Transit Authority is the official decision-making body for the City of Raleigh Transit Program. The composition of the Raleigh Transit Authority is determined through a submission and election process. Members are appointed by the City Council. Each City Council member is elected at large for a four-year term of office, and each City Council member represents and resides in the district in which they are elected; therefore, City of Raleigh has no ability to ensure that there is adequate representation of minorities on this body.

**Transit Planning Advisory Committee**

The Transit Planning Advisory Committee reviews the long-range transit system planning and proposed operating and capital programs from the community's perspective and makes recommendations to Raleigh City Council regarding GoRaleigh. While it is not a policy-making body, its recommendations fulfill the requirement levied by the Interlocal Agreement that the City Council and Transit Authority ensures public involvement in transit planning. The Transit Planning Advisory Committee is made up of members of the community appointed by the Wake County Board of Commissioners, the Raleigh City Council, and each of the twelve Cities and Towns in Wake County.

**LEP Committee**

The GoRaleigh LEP committee is a group of volunteers that assists with bilingual interpretation of documentation and signage.

**Process for Encouraging Diversity**

The Raleigh City Council has taken many steps to promote and encourage participation from minority populations on these committees. This has included several in-person and virtual meetings, both larger-scale (with community partner organizations) and smaller one-on-one meetings with community organizations that work with equity issues and have significant relationships with providing service to or cultivating leadership among people of color, people with disabilities, youth, and our community's elders.

In addition to in-person and virtual meetings, the Council has promoted openings for committees widely, including the following:

- The Council's website and extensive email network
- Social media accounts, aimed at both general and targeted audiences in the community
- Promotion to traditional and niche media (ethnic media, Access Press, Hispanic press)
- Online display ads in several outlets during the application periods
- Worked with partner agencies to communicate information about the openings through their channels (community-based organizations, local governments, etc.)

## **Section 3**

# **Subrecipient Compliance and Monitoring**



## **Sub-Recipient Compliance with Title VI Monitoring Policy**

The City of Raleigh Transit Program, which administers and oversees the GoRaleigh Transit System, extends federal financial assistance to sub-recipients through the competitive selection process.

The City of Raleigh monitors its sub-recipients through the sub-recipient agreements that the City of Raleigh executes with all of its subrecipients, which outline the Federal clauses, certifications, required record keeping, and mandatory quarterly reporting,

As needed, sub-recipients are instructed to attend orientation meetings onsite at the City of Raleigh facilities in order to ensure compliance with the agreements in place. When applicable, the City of Raleigh has conducted site visits to the sub-recipients' facilities to verify compliance with the grant requirements.

Procedures for sub-recipient selection and monitoring are detailed in the "5310 Program Management Plan" for subrecipients of FTA Section 5310 Enhanced Mobility of Seniors and People with Disabilities program. The "Policies and Procedures for FTA Procurement" describes the procurement process and associated monitoring procedures. Both documents are attached.



# GoRaleigh

## 5310 Program Management Plan

2020 |

Prepared for:



Prepared by:



**Approved by the Raleigh Transit Authority- September 10, 2020**

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# 1. Program Management Plan Overview

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## 1.1 Introduction

This Program Management Plan (PMP) describes GoRaleigh policies and procedures for administering the Federal Transit Administration (FTA) Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities Program. GoRaleigh developed this PMP in accordance with current Federal Transit laws and regulations as well as Circular 9070.1G. The 5310 Program Management Plan (PMP) outlines the 5310 Enhanced Mobility of Seniors and Individuals with Disabilities Program requirements for the Raleigh-Cary Urbanized Area. This document updates the Section 5310 PMP prepared in 2015, as amended.

## 1.2 Goals and Objectives

The goal of this PMP is to describe the process for managing the Federal Transit Administration (FTA) 5310 program for the Raleigh-Cary Urbanized Area. Toward this goal, FTA provides financial assistance for transportation services planned, designed, and carried out to meet the special transportation needs of elderly individuals and individuals with disabilities. The program requires coordination with other federally assisted programs and services in order to make the most efficient use of federal resources. As part of this process, the following objectives will be completed:

- Ensure the plan meets current federal requirements and meets the intent of the Section 5310 funding program.
- Provide a framework by which proposed projects requesting Section 5310 funding can be solicited and selected through a fair and equitable process.
- Identify, contact and inform public agencies, community organizations and non-profit and eligible private for-profit organizations providing service for seniors and persons with disabilities, as to the availability of 5310 program grant funds;
- Outline a process for soliciting and evaluating 5310 program funding proposals;
- Assure that proposals selected for program funding are responsive to one or more of the needs identified in the locally adopted Coordinated Transportation Plan;
- Establish the requirements for the selected projects to enter into grant agreements; and,
- Summarize the requirements for managing and reporting the progress for implementing the funded projects.

This PMP is a living document. It will continue to be updated, as needed, to incorporate any expansions and enhancements of the 5310 program, as well as any revisions to the programs' management, requirements, or guidelines. The locally adopted coordinated plan is available

online at the Capital Area Metropolitan Planning Organization's (CAMPO) [Locally Coordinated Human Services Public Transportation Plan](#).

### 1.3 Funding Programs

Federal funding for transportation is apportioned by a federal transportation authorization, currently the Fixing America's Surface Transportation (FAST) Act. The FAST Act retains changes to the 5310 program made in the previous authorization, Moving Ahead for Progress in the 21<sup>st</sup> Century Act (MAP-21) of 2012. Under the FAST Act, 5310 program funds are allocated directly to designated recipients in Urbanized Areas with populations greater than 200,000. In the Raleigh-Cary Urbanized Area, the 5310 program funds are directed to the City of Raleigh (GoRaleigh), who is the designated recipient appointed by the Governor. A map of the urbanized area is shown in Appendix A. As the designated recipient, GoRaleigh will apply to FTA for funds to be awarded under this program. If funds are to be passed through by GoRaleigh to other agencies or organizations, it will be done through a competitive selection process, with the awardees being subrecipients of GoRaleigh. If GoRaleigh applies for funds directly, it is subjected to the same competitive process as other applicants.

GoRaleigh is responsible for developing a Program Management Plan, advertising and awarding the funding, and managing applicants who are awarded funding. In its role as the designated recipient, GoRaleigh may use 10 percent of total grant dollars for the administration of grant funds to subrecipients. GoRaleigh works collaboratively with CAMPO to carry out its responsibilities, and CAMPO actively participates in the selection process.

MAP-21 consolidated two programs from prior transportation authorizations (*Transportation for Elderly Persons and Persons with Disabilities-Section 5310* and *New Freedom Program-Section 5317*) to create the Enhanced Mobility of Seniors and Individuals with Disabilities Program (Section 5310 program). This program enhances mobility for seniors and people with disabilities, and the activities that were eligible for funds under the former New Freedom Program are now eligible for Section 5310 funding. The Section 5310 program funds apportioned to large urban areas are allocated using American Community Survey (ACS) 5-year data based on each area's share of seniors (i.e., persons 65 and older) and people with disabilities.

MAP-21 specifies that at least 55 percent of program funds be used for traditional Section 5310 capital projects for seniors and people with disabilities. This is discussed in more detail later in the PMP. The remaining funds (up to 45 percent) may be used for projects that seek to reduce barriers to transportation services and expand the transportation mobility options available to people with disabilities beyond the requirements of the Americans with Disabilities Act (ADA) of 1990. Funding is available for the Federal Fiscal Year for which it is awarded plus two additional years.

## **1.4 Purpose**

Each designated recipient is required to have an approved PMP on file with the appropriate FTA regional office and to update it regularly to incorporate any changes in program management or new requirements. The PMP provides essential information for the understanding and implementation of the Federal Transit Administration (FTA) Section 5310 grant program managed and administered by the City of Raleigh and GoRaleigh.

FTA Circular 9070.1G – Enhanced Mobility of Seniors and Individuals with Disabilities Program Guidance and Application Instructions provides guidance for Section 5310 projects. It covers project requirements, administration procedures, and other relevant components of the federal Section 5310 program. This PMP serves as a local companion to Circular FTA C 9070.1G, describing the roles and mechanisms for carrying out policies and procedures in the urbanized area, satisfying the FTA requirement for a Program Management Plan.

The FTA will review and approve the PMP. It will be kept on file with the FTA regional office and updated regularly to incorporate any changes in program guidelines or new requirements. The PMP will also be reviewed by the FTA as part of its triennial review of GoRaleigh.

## 2. Coordinating and Related Plans

---

### 2.1 Locally Coordinated Human Services Public Transportation Plan

Proposals for 5310 program funding must meet a need or fill a service gap identified in the local Coordinated Human Services Transportation Plan. Wake County's Coordinated Plan, [Locally Coordinated Human Services Public Transportation Plan](#), is updated every four to five years, most recently in 2019 and is available from CAMPO. The plan identified transportation needs for low income populations, individuals with disabilities and seniors. The plan development included survey outreach and a public workshop that was marketed to transportation providers, non-profit groups and transit customers. Appendix J Section 5 of the Coordinated Plan describes the needs and service gaps identified through analysis and stakeholder engagement; Appendix B summarizes stakeholder and community engagement.

The GoRaleigh Program Management Plan is evaluated for changes on the same cycle as the Locally Coordinated Human Services Public Transportation Plan. This updated Program Management Plan aligns with the 2019 updates to the Locally Coordinated Human Services Public Transportation Plan.

### 2.2 Transportation Improvement Program (TIP)

Projects awarded 5310 program funding must be reflected in CAMPO's Metropolitan Transportation Improvement Program (TIP). The TIP is a program of projects receiving federal transportation funding in the metropolitan area. The project may be included in the TIP under a generalized or more detailed project description. Some needs in the Coordinated Plan may not meet 5310 eligible activities. The TIP will need to be updated if a project is selected and awarded and not already accounted for in the TIP.

### 2.3 5310 Program Management Plan Development

Section 5310 grant cycles were held annually from 2015 to 2017. Beginning in 2017, GoRaleigh shifted to biannual grant cycles, with the most recent in 2019. The 2019 Section 5310 PMP incorporated outreach and feedback from partners and stakeholders during these program cycles, as well as input from the Raleigh Urbanized Area (Raleigh UZA) / Wake County 2019 Coordinated Human Service Public Transportation Plan. Outreach for review and approval of the 2019 Section 5310 PMP is anticipated to include interagency consultation, stakeholder notifications, and online engagement by GoRaleigh in coordination with CAMPO.

## 3. Section 5310 Program Performance Measures

---

The Government Performance Results Act (GPRA) requires the FTA to establish performance goals and indicators to be used in measuring relevant outputs, service levels, and outcomes for each of its programs. The performance measures described here are designed to fulfill FTA's obligations under this Act. These measures will be used at a program level and will not be used to assess individual grants. The reporting and data collection measures for the Section 5310 Program will be prescribed in the grant agreements with subrecipients. The Circular 9070.1G presents the program measures in Chapter II, at page II-2 and in Chapter VI, at page VI-17.

The following measures are targeted to capture overarching program information as part of the annual report that each state and designated recipient submits to FTA. The designated recipient should submit both quantitative and qualitative information as available on each of the following measures.

### 3.1 Traditional Section 5310 Projects

- A. Gaps in Service Filled. Provision of transportation options that would not otherwise be available for seniors and individuals with disabilities measured in numbers of seniors and people with disabilities afforded mobility they would not have without program support as a result of traditional Section 5310 projects implemented in the current reporting year.
- B. Ridership. Actual or estimated number of rides (as measured by one-way trips) provided annually for individuals with disabilities and seniors on Section 5310-supported vehicles and services as a result of traditional Section 5310 projects implemented in the current reporting year.

### 3.2 Other Section 5310 Projects

- A. Increases or enhancements related to geographic coverage, service quality, and/or service times that impact availability of transportation services for seniors and individuals with disabilities as a result of other Section 5310 projects implemented in the current reporting year.
- B. Additions or changes to physical infrastructure (e.g., transportation facilities, sidewalks, etc.), technology, and vehicles that impact availability of transportation services for seniors and individuals with disabilities as a result of other Section 5310 projects implemented in the current reporting year.

- C. Actual or estimated number of rides (as measured by one-way trips) provided for seniors and individuals with disabilities as a result of other Section 5310 projects implemented in the current reporting year.

The designated recipient (GoRaleigh) should ensure that the above information is reported for all recipients and subrecipients of Section 5310 funding in projects selected by the designated recipient. Subrecipients will be required to report these performance measures on a quarterly basis and on an annual basis as required by GoRaleigh and the FTA. GoRaleigh may consolidate information for all projects in an annual report for any open Section 5310 grant awarded. If Section 5310 funds have been awarded to other designated recipients pursuant to a supplemental agreement with the designated recipient, the other designated recipient may report on behalf of itself and any subrecipients.

## 4. Biannual Program of Projects Development and Approval Process

---

GoRaleigh will adhere to the schedule below in developing a Program of Projects for the 5310 program\*.

Action	Tasks
Advertise 5310 Program Funding Availability	Notify public and private transportation providers, non-profit groups and other relevant stakeholders of funding availability
Call for Projects	GoRaleigh will accept applications within a four (4) week application window
Applicant Workshop	During the application window, GoRaleigh will host a workshop to assist applicants in completing their project applications
Application Review	GoRaleigh will forward eligible applications to the CAMPO Application Review Subcommittee. The subcommittee will score applications according to the selection criteria noted in the PMP
Develop Program of Projects	GoRaleigh will submit the Program of Projects to FTA
Subrecipient Notification	CAMPO will provide letters to approved project applicants advising the applicant that their application was recommended for funding and describing their responsibilities as a subrecipient

\*This schedule describes the sequence of events for the grant application period. Precise dates will vary each grant cycle.

## 5. Eligible Subrecipients

---

Under the federal guidelines, eligible subrecipients under Section 5310 include:<sup>1</sup>

- State and local governmental agencies
- Public and private transportation providers
- Social service agencies
- Tribal governments
- Non-profit organizations.

To be eligible for funding from the 5310 programs, proposed projects must be located within or have an origin or destination within the Raleigh-Cary Urbanized Area. Additional detailed information for typical subrecipients is outlined below.

### 5.1 Private Non-Profit Organization

A private non-profit organization includes a corporation or association determined by the United States Secretary of the Treasury to be an organization described by 26 U.S.C 501(c), or one which has been determined under State law to be non-profit and for which the designated State agency has received documentation certifying the status of the non-profit organization.

Applicants qualifying as private non-profit organizations must provide current verification of the applicant's incorporation number and current legal standing as a private non-profit from the state of North Carolina or show proof that they are a corporation or association determined by the U.S. Treasury to be tax-exempt under 26 U.S.C. 501(c).

### 5.2 Governmental Authority

A Governmental Authority subrecipient may be of two types:

1. Is approved by the state to coordinate services for elderly individuals and individuals with disabilities; or
2. Certifies that no nonprofit corporations or associations are readily available in an area to provide the service.<sup>2</sup>

### 5.3 Private Taxi Operators as Subrecipients

Private operators of public transportation are eligible subrecipients. The definition of "public transportation" includes "... shared-ride surface transportation services ..." Private taxi companies that provide shared-ride taxi service to the general public on a regular basis are operators of public transportation, and therefore eligible subrecipients. "Shared-ride" means two or more

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<sup>1</sup> Further information regarding eligible subrecipients can be found on FTA Circular 9070.1G, Chapter III, Sections 5 - 7

<sup>2</sup> 49 U.S.C. 5310(b)(1) and (b)(2).

passengers in the same vehicle who are otherwise not traveling together. Similar to general public and ADA demand response service, every trip does not have to be shared-ride in order for a taxi company to be considered a shared-ride operator, but the general nature of the service must include shared rides.

Local (municipal/state) statutes or regulations, or company policy, will generally determine whether a taxi company provides shared-ride or exclusive-ride service. Taxi companies that provide only exclusive-ride service are not eligible subrecipients; however, they may participate in the Section 5310 program as contractors. Exclusive-ride taxi companies may receive Section 5310 funds to purchase accessible taxis under contract with a state, designated recipient, or eligible subrecipient such as a local government or nonprofit organization. The designated recipient (GoRaleigh) is encouraged to hold the title or record a lien against the title to vehicles; however, the taxi company may hold title to the accessible vehicle(s) as long as the agreement between the state, designated recipient or subrecipient, and the taxi company establishes satisfactory continuing control. Examples of acceptable means of establishing satisfactory continuing control include:

- The state, designated recipient, or subrecipient may hold a lien on the vehicle purchased by the taxi company, or
- The contract includes provisions that require the accessible taxi to be used to provide transportation for seniors and people with disabilities, and state that the vehicle may not be removed from service or disposed of prior to the end of its useful life without the express written consent of the FTA recipient or subrecipient.

The designated recipient accepts responsibility to ensure continued public transit use of the vehicles, particularly use for Section 5310 purposes by the recipient or subrecipient, regardless of whether the recipient holds a title or lien against the title,

## 6. Subrecipient Monitoring and Oversight

---

The purpose of this section is to assist GoRaleigh and its subrecipients in maintaining compliance for federally funded projects and understanding the requirements and responsibilities of being a designated recipient, subrecipient, third party contractor or lessee receiving funds through federally funded projects. All grant management will be conducted in accordance with FTA C 5010.1D.

Any grantee under FTA programs is required to comply with all applicable Federal civil rights statutes and with the implementing regulations for the statutes. FTA implements the Civil Rights Act of 1964 by prohibiting discrimination under projects, programs or activities receiving financial assistance because of race, color, creed, national origin, sex or age. The laws include: Title VI of the Civil Rights Act of 1964, Equal Employment Opportunity, Disadvantaged Business Enterprise and Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 (ADA).

The requirements for Civil Rights compliance are extended to subrecipients. Subrecipient assurances under Title VI and the other civil rights requirements are included in the application for assistance, in the required Annual Certifications and Assurances and in the contract with GoRaleigh. Subrecipient grantees are also required to identify any lawsuits or complaints alleging discrimination in service filed with the grantee. Civil rights monitoring will concentrate on how the grantee is providing service. Title VI also assures that funds are passed through to subrecipients and their project without regard to race, color, or national origin.

### 6.1 Definitions

#### *A. Designated Recipient*

The term designated recipient refers to an entity designated to receive and apportion funds to urbanized areas of 200,000 or more in population. GoRaleigh is the designated recipient, authorized by the governor for the Raleigh-Cary urbanized area.

#### *B. Subrecipient*

The term subrecipient refers to an entity that receives federal assistance awarded through an FTA designated recipient rather than by FTA directly. The term “subrecipient” also includes “subgrantee” but does not include “third party contractor”.

#### *C. Third Party Contractor/Lessee*

The term third party contractor/lessee refers to any entity that is awarded a contract, purchase order, or lease agreement from the designated recipient or subrecipient financed in whole or in part with federal assistance awarded by FTA.

## **6.2 Application and Award Process**

Both the designated recipient and all subrecipients are required to follow all federal requirements when using funds from federal grants. When subrecipients are involved, the FTA requires the designated recipient to monitor the project to ensure the use of federal funding by the subrecipient adheres to all federal rules and regulations.

### **6.2.1 Budget Authorization**

Prior to any applications for a request to receive and use federal funds, the project needs to demonstrate that it meets all local, state and FTA requirements and that it is eligible to receive federal funds. At this time, all matching funds must be identified and approved. Local match funding requirements and percentages can vary. Any match funding source outside the standards established by FTA must receive written approval from FTA to be used. Match funding should adhere to the following:

- A. Must be from an eligible funding source under FTA guidelines;
- B. Must be available at the time of the grant award;
- C. Match funding must be spent to qualify as a match;
- D. No federal funds may be drawn without authorization and availability of a sufficient match funding source;
- E. Subrecipients must certify the use of local match with the submission of each invoice;
- F. Subrecipients are required to provide quarterly reports that account for the use of local funds as match.

### **6.2.2 Grant Application Process**

- A. During the Application process, subrecipients shall submit the following:
  - 1. Complete forms for project description/detail and budget and timeline/milestones.
  - 2. FTA Certifications and Assurances, which should be completed annually for each new federal fiscal year, beginning on October 1.
  - 3. Proof of acceptable audit in accordance with the latest Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (Uniform Guidance) if \$750,000 or more of federal funds are expended on an annual basis (includes all federal sources).
  - 4. Construction projects/environmental requirements (e.g., Categorical Exclusions, State Historic Preservation Office, etc.).
  - 5. List of any revenue vehicles and/or changes to existing fleet plan.

6. A confirmation letter indicating that sufficient local match funds will be available that identifies revenue sources and amounts for local match funds; includes specific amounts as shown in the project budget; and is signed by an authorized representative of the organization submitting the application.
- B. No late applications will be accepted. Follow-up contact or requests may occur if clarification is needed regarding an on-time, complete application.
- C. Applications will be scored by a group with expertise to review applicant information (e.g. subcommittee) as designated by CAMPO.
- D. The Executive Board of CAMPO reviews and approves the recommendation. Approved recommendations will be provided to GoRaleigh so that it may administer funds as the designated recipient.
- E. A letter from CAMPO to the subrecipient shall be provided advising the applicant whether their application was recommended for funding. The letter to applicants recommended for funding will describe their responsibilities as a subrecipient (see Appendix C).

### **6.2.3 Grant Award**

- A. Once a federal grant is awarded, the designated recipient shall identify a project manager responsible for grant administration and oversight. Subrecipients shall also establish a project manager responsible for grant administration and oversight. The GoRaleigh project manager shall work closely with the subrecipient project manager to monitor all grant activity. The GoRaleigh project manager will serve as the main point of contact with the FTA. All grant management will be conducted in accordance with FTA C 5010.1D.
- B. Upon execution of the federal grant, a Subrecipient Grant Agreement (SGA) shall be created by the designated recipient and signed by all applicable parties. The subrecipient shall complete the FTA's Annual Certifications and Assurances, provide a copy of an acceptable audit in accordance with the latest Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (Uniform Guidance), if it has expended \$750,000 or more of federal funding from all sources, or audited financial statements if the \$750,000 threshold has not been met, and provide copies of other documents as GoRaleigh and/or FTA requires. The SGA shall specify all applicable federal requirements including, but not limited to:
  1. Procurement;
  2. Disadvantaged Business Enterprise (DBE);
  3. Program-specific concerns;
  4. Prior approvals;

5. Reporting requirements;
  6. Invoicing;
  7. Allowable activities per the work scope;
  8. Allowable costs for the work scope per the approved budget.
- C. The Subrecipient is responsible for adhering to the work scope and budget as approved by FTA and as outlined in the SGA. Prior approvals are required for some activities even if they are included in the work scope and budget, as identified in the SGA. In order to receive full reimbursement of eligible expenses, Subrecipient Project Managers should read thoroughly the SGA and any appendices to make sure all federal regulations are being adhered to.
- D. All changes to the work scope require prior written approval from the GoRaleigh Project Manager. Requests for reimbursement may begin as soon as the SGA is executed. Invoices must be for the net expense (i.e., total expense less match) actually incurred in direct support of the project. No reimbursement payments prior to the execution of the SGA are allowed. Advance payments to subrecipients for expenditures not yet incurred are not allowed under the program.
- E. The Subrecipient must certify the use of local match with each invoice submitted. A financial report that includes a completely documented accounting of the use of local funds as match is required each quarter based on the federal fiscal year.

### **6.3 Subrecipient Monitoring**

- A. Monitoring of subrecipients shall be conducted to ensure that all federal guidelines are being adhered to when using federal funds. A project progress report is required with each invoice along with a detailed accounting of the expenditure of the local match.
- B. In addition to State or Federal program specific monitoring requirements, all monitoring activities should address the following areas:
1. All applicable requirements of Title VI of the *Civil Rights Act of 1964*.
  2. The applicable core monitoring areas, as defined by the Uniform Guidance.

Currently, the core monitoring areas include but are not limited to:

- a. Activities allowed or unallowed;
- b. Allowable costs/cost principles;
- c. Cash management;
- d. Davis-Bacon Act; eligibility;

- e. Equipment and real property management;
  - f. Period of availability of funds;
  - g. Procurement, suspension and debarment;
  - h. Program income;
  - i. Buy America Requirements;
  - j. Equal Employment Opportunity (EEO);
  - k. Disclosure form to Report Lobbying;
  - l. Real property acquisition and relocation assistance;
  - m. Reporting and special tests and provisions.
- C. At least annually, GoRaleigh will collect updated information and documentation on subrecipients' financial processes and controls, through either the Uniform Guidance or an annual financial statement when the subrecipient is excluded from Uniform Guidance audit requirements. In addition, GoRaleigh may perform desk audits of a sample of sub-invoices, site visits to review processes, systems and controls, or other procedures as deemed appropriate.
1. If an unfavorable audit report has been received from a subrecipient, the appropriate GoRaleigh Project Manager will review the checklist (Appendix D) to confirm that the subrecipient has provided sufficient documentation. For the elements that are out of compliance, the subrecipient must develop a Corrective Action Plan. GoRaleigh will monitor progress to ensure that the corrective action plan is followed and findings are appropriately resolved by subrecipient. The Corrective Action Plan should cover:
    - a. What elements are missing or incorrect.
    - b. What actions need to be taken.
    - c. A date by which information will be provided.
    - d. Additional information and recommendations to maintain compliance are included below.
  2. Examples of corrective action that can be taken as a result of unfavorable audit reports include but may not be limited to the following:
    - a. Discuss need for special monitoring with Program personnel;
    - b. Ask for extra contact between Program leads;
    - c. Ask for more frequent technical reporting;
    - d. Add more detailed or frequent invoicing requirements;

- e. Add requirement for expenditure backup materials;
- f. Tie receipt of technical progress reports or other deliverables to payments;
- g. Require on-site monitoring (technical and financial);
- h. Add more stringent termination or stop-work language for failure to comply with requirements.

## 7. Eligible Projects

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Section 5310 funds are available for capital and operating expenses to support the provision of transportation services to meet the specific needs of seniors and individuals with disabilities. All projects must serve trips that have an origin and/or destination within the Raleigh-Cary urbanized area to qualify for Section 5310 Urbanized Area funds.

At least 55 percent of any rural, small urbanized area, or large urbanized area's annual apportionment must be utilized for traditional public transportation capital projects that are planned, designed, and carried out to meet the specific needs of seniors and individuals with disabilities. It is not sufficient that seniors and individuals with disabilities are merely included (or assumed to be included) among the people who will benefit from the project. Section 7.1 describes projects that are eligible for consideration as capital projects.

In addition to the above required traditional projects, up to 45 percent of an area's apportionment may be utilized for non-traditional public transportation projects that exceed the ADA minimum requirements; improve access to fixed-route service and decrease reliance by individuals with disabilities on ADA-complementary paratransit service; or provide alternatives to public transportation that assist seniors and individuals with disabilities with transportation.

Such projects must be targeted toward meeting the transportation needs of seniors and individuals with disabilities, although they may be used by the general public. It is not sufficient that seniors and individuals with disabilities are included (or assumed to be included) among the people who will benefit from the project. FTA encourages projects that are open to the public as a means of avoiding unnecessary segregation of services.

Recipients must clearly identify the projects or project elements that are part of the required 55 percent traditional capital projects as part of the grant activity line item narrative descriptions. Many projects may be eligible under both the required and optional criteria, but a discrete set of expenses that meet the required traditional criteria constituting at least 55 percent of the grant amount, exclusive of administrative expenses, must be identified.

Alternatively, the grant application may assign less than the required 55 percent to non-traditional projects if other grants in the same fiscal year utilize more than the required 55 percent, so long as at least 55 percent of the total annual apportionment will be used for traditional projects. In such cases, a list of the other grants and the funding amounts must be included within the new grant application.

## 7.1 Traditional Capital Expenses

Funds for the Section 5310 program are available for traditional capital expenses as defined in Section 5302(3) to support public transportation capital projects planned, designed, and carried out to meet the special needs of seniors and individuals with disabilities when public transportation is insufficient, unavailable, or inappropriate. Examples of traditional capital expenses that meet the 55 percent requirement, which must be carried out by an eligible recipient or subrecipient as described in section 5 of this chapter above, include, but are not limited to:

- A. Rolling stock and related activities for Section 5310-funded vehicles
  - 1. Acquisition of expansion or replacement buses or vans, and related procurement, testing, inspection, and acceptance costs;
  - 2. Vehicle rehabilitation; or overhaul;
  - 3. Preventive maintenance;
  - 4. Radios and communication equipment; and;
  - 5. Vehicle wheelchair lifts, ramps, and securement devices.
- B. Passenger facilities related to Section 5310-funded vehicles
  - 1. Purchase and installation of benches, shelters and other passenger amenities.
- C. Support facilities and equipment for Section 5310-funded vehicles
  - 1. Extended warranties that do not exceed industry standard;
  - 2. Computer hardware and software;
  - 3. Transit-related intelligent transportation systems (ITS);
  - 4. Dispatch systems; and
  - 5. Fare collection systems.
- D. Lease of equipment when lease is more cost effective than purchase.

Note that when lease of equipment or facilities is treated as a capital expense, the recipient must establish criteria for determining cost effectiveness in accordance with FTA regulations, "Capital Leases," 49 CFR part 639 and OMB Circular A-94, which provides the necessary discount factors and formulas for applying the same;

E. Acquisition of transportation services under a contract, lease, or other arrangement.

This may include acquisition of ADA-complementary paratransit services when provided by an eligible recipient or subrecipient as defined in section 5 of this chapter, above. Both capital and operating costs associated with contracted service are eligible capital expenses. Arrangements to provide subsidies to users are eligible expenses. Funds may be requested for contracted services covering a time period of more than one year. The capital eligibility of acquisition of services as authorized in 49 U.S.C. 5310(b)(4) is limited to the Section 5310 program;

F. Support for mobility management and coordination programs among public transportation providers and other human service agencies providing transportation.

Mobility management is an eligible capital cost. Mobility management techniques may enhance transportation access for populations beyond those served by one agency or organization within a community. For example, a nonprofit agency could receive Section 5310 funding to support the administrative costs of sharing services it provides to its own clientele with other seniors and/or individuals with disabilities and coordinate usage of vehicles with other nonprofits, but not the operating costs of service. Mobility management is intended to build coordination among existing public transportation providers and other transportation service providers with the result of expanding the availability of service. Mobility management activities may include:

1. The promotion, enhancement, and facilitation of access to transportation services, including the integration and coordination of services for individuals with disabilities, seniors, and low-income individuals;
2. Support for short-term management activities to plan and implement coordinated services;
3. The support of state and local coordination policy bodies and councils;
4. The operation of transportation brokerages to coordinate providers, funding agencies, and passengers;
5. The provision of coordination services, including employer-oriented transportation management organizations' and human service organizations' customer-oriented travel navigator systems and neighborhood travel coordination activities such as coordinating individualized travel training and trip planning activities for customers;
6. The development and operation of one-stop transportation traveler call centers to coordinate transportation information on all travel modes and to manage eligibility requirements and arrangements for customers among supporting programs; and
7. Operational planning for the acquisition of intelligent transportation technologies to help plan and operate coordinated systems inclusive of geographic information

systems (GIS) mapping, global positioning system technology, coordinated vehicle scheduling, dispatching and monitoring technologies, as well as technologies to track costs and billing in a coordinated system, and single smart customer payment systems. (Acquisition of technology is also eligible as a standalone capital expense).

#### G. Capital activities.

Capital activities to support ADA-complementary paratransit service (e.g., acquisition of rolling stock and related activities, acquisition of services, etc.) may qualify toward the 55 percent requirement, so long as the service is provided by an eligible recipient/subrecipient as defined in section 5, above, and is included in the coordinated plan.

Section 5310(b) provides that of the amounts apportioned to states and designated recipients, not less than 55 percent shall be available for traditional Section 5310 projects—those public transportation capital projects planned, designed, and carried out to meet the specific needs of seniors and individuals with disabilities when public transportation is insufficient, unavailable, or inappropriate. Notably, this 55 percent is a floor, not a ceiling—recipients may use more than 55 percent of their apportionment for the types of project listed above. For example, mobility management and ITS projects may be eligible under both categories; the difference to note, in order for the project to qualify toward the 55 percent requirement, is that the project must meet the definition of a traditional capital project, be specifically geared toward the target population, and be carried out by an eligible subrecipient, which is limited for this category of projects. The list of eligible activities is intended to be illustrative, not exhaustive. FTA encourages recipients to develop innovative solutions to meet the needs of seniors and individuals with disabilities in their communities and discuss proposed projects with FTA regional staff to confirm eligibility.

## 7.2 Other Eligible Capital and Operating Expenses

Up to 45 percent of 5310 funds may be used for operating expenses that provide transportation services that exceed the requirements of the ADA or improve access to fixed route services and decrease reliance by individuals with disabilities on ADA complementary transit service.<sup>3</sup>

- A. Public transportation projects (capital only) planned, designed, and carried out to meet the special needs of seniors and individuals with disabilities when public transportation is insufficient, inappropriate, or unavailable;
- B. Public transportation projects (capital and operating) that exceed the requirements of ADA;
- C. Public transportation projects (capital and operating) that improve access to fixed route

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<sup>3</sup> Further information regarding eligible activities can be found on FTA Circular 9070.1G, Chapter III, Sections 13. – 15.

service and decrease reliance by individuals with disabilities on ADA-complementary paratransit service; or;

- D. Alternatives to public transportation (capital and operating) that assist seniors and individuals with disabilities with transportation.

### **7.2.1 Projects that Exceed the Requirements of the ADA**

The following activities are examples of eligible projects meeting the definition of public transportation service that is beyond the ADA.

Enhancing paratransit beyond minimum requirements of the ADA. ADA-complementary paratransit services can be eligible under the Section 5310 program in several ways:

1. Expansion of paratransit service parameters beyond the three-fourths mile required by the ADA;
  2. Expansion of current hours of operation for ADA paratransit services that are beyond those provided on the fixed-route services;
  3. The incremental cost of providing same-day service;
  4. The incremental cost (if any) of making door-to-door service available to all eligible ADA paratransit riders, but not on a case-by-case basis for individual riders in an otherwise curb-to-curb system;
  5. Enhancement of the level of service by providing escorts or assisting riders through the door of their destination;
  6. Acquisition of vehicles and equipment designed to accommodate mobility aids that exceed the dimensions and weight ratings established for wheelchairs under the ADA regulations, 49 CFR part 38 (i.e., larger than 30" × 48" and/or weighing more than 600 pounds), and labor costs of aides to help drivers assist passengers with oversized wheelchairs. This would permit the acquisition of lifts with a larger capacity, as well as modifications to lifts with a 600-pound design load, and the acquisition of heavier duty vehicles for paratransit and/or demand-response service in order to accommodate lifts with a heavier design load; and
  7. Installation of additional securement locations in public buses beyond what is required by the ADA.
- B. Feeder services. Accessible "feeder" service (transit service that provides access) to commuter rail, commuter bus, intercity rail, and intercity bus stations, for which complementary paratransit service is not required under the ADA.

## **7.2.2 Public Transportation Projects that Improve Accessibility**

The following activities are examples of eligible projects that improve accessibility to the fixed-route system.

- A. Making accessibility improvements to transit and intermodal stations not designated as key stations. Improvements for accessibility at existing transportation facilities that are not designated as key stations established under 49 CFR 37.47, 37.51, or 37.53, and that are not required under 49 CFR 37.43 as part of an alteration or renovation to an existing station, so long as the projects are clearly intended to remove barriers that would otherwise have remained. Section 5310 funds are eligible to be used for accessibility enhancements that remove barriers to individuals with disabilities so they may access greater portions of public transportation systems, such as fixed-route bus service, commuter rail, light rail, and rapid rail. This may include:
  - 1. Building an accessible path to a bus stop that is currently inaccessible, including curb cuts, sidewalks, accessible pedestrian signals, or other accessible features;
  - 2. Adding an elevator or ramps, detectable warnings, or other accessibility improvements to a non-key station that are not otherwise required under the ADA;
  - 3. Improving signage or wayfinding technology; or
  - 4. Implementation of other technology improvements that enhance accessibility for people with disabilities including ITS.
  - 5. Travel training. Training programs for individual users on awareness, knowledge, and skills of public and alternative transportation options available in their communities. This includes travel instruction and travel training services.

## **7.2.3 Alternatives to Public Transportation Projects that Assist Seniors and Individuals with Disabilities with Transportation**

The following activities are examples of projects that are eligible alternatives to public transportation.

- A. Purchasing vehicles to support accessible taxi, ridesharing, and/or vanpooling programs. Section 5310 funds can be used to purchase and operate accessible vehicles for use in taxi, ride-sharing, and/or vanpool programs provided that the vehicle meets the same requirements for lifts, ramps, and securement systems specified in 49 CFR part 38, subpart B, at a minimum, and permits a passenger whose wheelchair can be accommodated pursuant to part 38 to remain in his/her personal mobility device inside

the vehicle.

- B. Supporting the administration and expenses related to voucher programs for transportation services offered by human service providers. This activity is intended to support and supplement existing transportation services by expanding the number of providers available or the number of passengers receiving transportation services. Vouchers can be used as an administrative mechanism for payment of alternative transportation services to supplement available public transportation. The Section 5310 program can provide vouchers to seniors and individuals with disabilities to purchase rides, including: (a) mileage reimbursement as part of a volunteer driver program; (b) a taxi trip; or (c) trips provided by a human service agency. Providers of transportation can then submit the voucher for reimbursement to the recipient for payment based on predetermined rates or contractual arrangements. Transit passes or vouchers for use on existing fixed-route or ADA complementary paratransit service are not eligible. Vouchers are an operational expense which requires a 50/50 (federal/local) match.
- C. Supporting volunteer driver and aide programs. Volunteer driver programs are eligible and include support for costs associated with the administration, management of driver recruitment, safety, background checks, scheduling, coordination with passengers, other related support functions, mileage reimbursement, and insurance associated with volunteer driver programs. The costs of enhancements to increase capacity of volunteer driver programs are also eligible. FTA encourages communities to offer consideration for utilizing all available funding resources as an integrated part of the design and delivery of any volunteer driver/aide program.

### **7.3 Administration, Planning and Technical Assistance**

Up to 10 percent of the recipient's total fiscal year apportionment may be used to fund program administration costs including administration, planning, and technical assistance for projects funded under this program. Recipients may pass any portion of funds available for administrative expenses, up to the allowable 10 percent, on to subrecipients for the same purpose. Program administration costs may be funded at 100 percent federal share.

The state and the designated recipient in urbanized areas have pre-award authority to incur administrative costs for Section 5310. Because the program is continuously managed, the oldest funds available are drawn first regardless of the year of award for program activity. FTA encourages recipients to identify all the available Section 5310 administrative funds they intend to use routinely in each biannual grant application. However, recipients may choose to accumulate Section 5310 administrative funds within their period of availability to augment the funds available for a special administrative need in a subsequent year. Recipients may accumulate Section 5310 administrative funds in the year of apportionment plus two years.

If a recipient includes program administration expenses in excess of the 10 percent in its grant application, it must document the unused Section 5310 administrative funds from prior years available to augment the amount of Section 5310 administrative funds in the current apportionment.

The recipient must document the availability of Section 5310 administrative funds in each grant application. The grant application should include a list of all other grants for administrative expenses that utilize funds from the same apportionment. The list must include the total amount of administrative funds included in each grant and the fiscal year in which the funds were apportioned. The list should account for all funds for administrative expenses added through grant budget revisions or amendments. The list should include all other pending grant applications, budget revisions, or amendments that include administrative expenses that utilize funds from the same apportionment.

Allowable administrative costs may include, but are not limited to, general administrative and overhead costs, staff salaries, office supplies, and development of specifications for vehicles and equipment.

Guidance on eligible costs is in Office of Management and Budget (OMB) Circular A-87 (codified at 2 CFR part 225). The program administration budget line item may also include technical assistance and planning activities, including allocations to subrecipients to support the local coordinated planning process. Any general overhead costs must be supported by an indirect cost

allocation plan that has been approved by FTA or another cognizant federal agency.

These eligible program administrative costs may be used directly by the designated recipient or may be passed through by the designated recipient to subrecipients for administration, planning, or technical assistance purposes. GoRaleigh will determine whether administrative costs will be used directly or passed through for each funding cycle. The funds can be obligated before the completion of the coordinated planning process and project selection process in order to assist with either activity.

# 8. Funding

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## 8.1 Federal Share of Costs / Local Match

Section 5310 funds may be used to finance capital and operating expenses. The federal share of eligible capital costs shall be in an amount equal to 80 percent of the net cost of the activity. The federal share of the eligible operating costs may not exceed 50 percent of the net operating costs of the activity. Recipients may use up to 10 percent of their apportionment to support program administrative costs including administration, planning, and technical assistance, which may be funded at 100 percent federal share.

The determination of whether an expense is a capital or operating expense for the purposes of calculating the federal and local match share is different from the determination of whether a project is a traditional capital project or another eligible project. Traditional projects generally have capital costs, while non-traditional eligible project types may include a mix of capital and operating costs. GoRaleigh calculates the funding split between traditional capital projects and other eligible projects based on individual expenses. Refer to the [FTA Uniform System of Accounts \(USOA\)](#) to determine if expenses should be considered capital expenses or operating expenses. The budget template provided in the application packet demonstrates how expenses are allocated to determine if they contribute to the required percentage for traditional capital projects.

Capital expenses are related to purchasing a capital asset or making an improvement to a capital asset that materially increases its value or useful life. Examples of capital assets include vehicles, buildings, and equipment. Capital expenses also include the capital cost of contracting, which refers to capital consumed during the course of the contract. The capital cost of contracting relates to costs attributable to privately owned assets, not assets purchased with Federal, State, or local government assistance (with the exception of the use of FTA funds from the Over-the-Road Bus Accessibility program to finance incremental costs of complying with ADA for a privately-owned public transportation vehicle). Examples of capital costs of contracting include:

- Depreciation of privately-owned vehicles used for public transportation during the contract period,
- Depreciation of maintenance facilities or equipment used for a maintenance contract, or
- A proportionate share of the interest paid by the contractor as the contractor purchases capital assets and makes them available to the recipient.

Operating expenses refer to the expenses a recipient incurs in providing eligible public

transportation services. Examples include salaries and benefits, training and travel, volunteer trips, services, fuel and lubricants, vehicle maintenance, materials and supplies, utilities, leases, and insurance.

The local share of eligible capital costs shall be not less than 20 percent of the net cost of the activity, and the local share for eligible operating costs shall be not less than 50 percent of the net operating costs. The local share may be provided from an undistributed cash surplus, a replacement or depreciation cash fund or reserve, a service agreement with a state or local service agency or private social service organization, or new capital. Some examples of these sources of local match include: state or local appropriations; dedicated tax revenues; private donations; revenue from service contracts; transportation development credits; and net income generated from advertising and concessions. Non-cash share such as donations, volunteered services, or in-kind contributions is eligible to be counted toward the local match as long as the value of each is documented and supported, represents a cost which would otherwise be eligible under the program, and is included in the net project costs in the project budget.

Income from contracts to provide human service transportation may be used either to reduce the net project cost (treated as revenue) or to provide local match for Section 5310 operating assistance. In either case, the cost of providing the contract service is included in the total project cost. No FTA program funds can be used as a source of local match for other FTA programs, even when used to contract for service. All sources of local match must be identified and described in the grant application at the time of grant award.

In addition, the local share may be derived from federal programs that are eligible to be expended for transportation, other than DOT programs, or from DOT's Federal Lands Highway program. Examples of types of programs that are potential sources of local match include: employment, training, aging, medical, community services, and rehabilitation services. Program information for other types of Federal funding is available on FTA's [Coordinating Council on Access and Mobility Federal Program Guide](#) website.

## 8.2 Exceptions to Local Match Requirements

The federal share may exceed 80 percent for certain projects related to ADA and Clean Air Act (CAA) compliance as follows:

- A. **Vehicles.** The federal share is 85 percent for the acquisition of vehicles for purposes of complying with or maintaining compliance with ADA (42 U.S.C. 12101 et seq.) or the CAA. A revenue vehicle that complies with 49 CFR part 38 may be funded at 85 percent federal share.

- B. **Vehicle-Related Equipment and Facilities.** The federal share for project costs for acquiring vehicle-related equipment or facilities (including clean-fuel or alternative-fuel vehicle-related equipment or facilities) for purposes of complying or maintaining compliance with the CAA, 42 U.S.C. 7401 et seq), or required by the ADA, is 90 percent. FTA considers vehicle-related equipment to be equipment on and attached to the vehicle.

### 8.3 Funds Availability

Section 5310 funds are available for obligation during the fiscal year of apportionment plus two additional years. Thus, for example, funds apportioned in FY 2013 are available until the end of FY 2015 (September 30, 2015). Any funds remaining unobligated at the end of the period of availability are added to the next year's program apportionment and are reapportioned among all areas.

### 8.4 Transfer of Funds

- A. Transfer to Other FTA Programs. Transfers of Section 5310 funds to other programs are not permitted.
- B. Transfer to Other Areas within the Program. A State may use funds apportioned for small urbanized and rural areas for projects serving another area of the State if the Governor of the State certifies that all of the objectives of the Section 5310 program are being met in the specified areas. For example, if all objectives of the Section 5310 program are being met in rural areas, funds designated for rural areas may be transferred to urbanized areas of less than 200,000 in population. Funds apportioned to small urbanized and rural areas may also be transferred for use anywhere in the State, including large urbanized areas, if the State has established a statewide program for meeting the objectives of the Section 5310 program. A recipient may transfer apportioned funds only after consulting with responsible local officials, publicly owned operators of public transportation, and nonprofit providers in the area from which the funds to be transferred were originally apportioned. Funds apportioned to large UZAs may not be transferred to other areas.
- C. Transfer of FHWA Flexible Funds. Flexible funds from the Federal Highway Administration (FHWA) may be transferred to the Section 5310 program for use by the recipient. The funds will be treated under the Section 5310 program requirements, with the exception of the local match and the minimum requirement for 55 percent to be spent on traditional Section 5310 projects. The FHWA funds will maintain the FHWA eligible match, including the application of the sliding scale for a higher federal share. The funds are available for

obligation by the state for two additional years after the year in which they are transferred.

- D. For transfers of flexible funds to Section 5310, the recipient must notify both FHWA and FTA and request FHWA to transfer the funds to the appropriate FTA account. The transfer must be completed prior to grant award.

## 9. Selection Criteria

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FTA allows but does not require the use of selection criteria for awarding 5310 funding. Selection criteria were developed to guide application review and project selection. The following criteria were developed and are consistent with GoRaleigh's past Job Access and Reverse Commute Program (JARC)/New Freedom Program Management Plan (2008), Wake County's Locally Coordinated Human Services Public Transportation Plan (2019), FTA's 5310 guidance and review of peer agency Program Management Plans.

### 9.1 Basic Screening Criteria

Applications will be evaluated to verify that the project meets the following basic screening criteria before the full scored evaluation:

- Is the project of a type that meets the basic goals of the Section 5310 program, i.e. it has a primary focus of serving seniors and individuals with disabilities?
- Is the project application complete, including attachments providing the budget and certified local match sources?
- Does the project serve trips that have an origin and/or destination within the Raleigh-Cary urbanized area?

If the answer to any of the basic screening criteria is "no", the project is ineligible for funding and will not be scored.

### 9.2 Scoring Criteria

#### 1. Project Needs (20 points)

Project applications should clearly state the need for the project and demonstrate how the project is consistent with the objectives of the Section 5310 grant program. The project application should indicate how the project will enhance transportation for the urbanized area's elderly and disabled populations. The connection between the project and the Locally Coordinated Human Services Public Transportation Plan should be clearly described in the application.

#### 2. Project Planning and Implementation (20 points)

For all projects, applicants must provide a well-defined service operations plan and/or capital procurement plan and describe the implementation steps and timelines for carrying out the plan. The applicant's plan should include coordination, eligibility

determination, marketing and service delivery details.

### **3. Project Budget and Grants Management (15 points)**

Applicants must submit a complete project budget, indicating anticipated project expenditures and revenues, including documentation of matching funds. The application should address long- term efforts and identify potential funding sources for sustaining the service beyond the grant period.

### **4. Program Effectiveness and Evaluation (20 points)**

The project will be scored based on the applicant's identification of clear, measurable outcome- based performance measures, including customer satisfaction, to track the effectiveness of the service. The applicant should monitor and evaluate the service throughout the period of performance.

### **5. Organizational Preparedness and Technical Capacity (25 points)**

Projects should be a good fit in the applicant's organization, meaning they should align with the organization's mission and expertise.. The applicant must demonstrate that it has staff with the technical experience to manage or operate a transportation service, such as correct levels of insurance for operations. In addition, the applicant must show that they are prepared to monitor and provide safe services.

<b>Project Evaluation Criteria</b>	<b>Possible Points (100 Maximum)</b>
<b>1. Project Needs</b>	<b>20</b>
Does the project support the 5310 grant program's objectives?	0 or 5
To what degree will the project increase or enhance the availability of transportation for the elderly and disabled populations in and around the Raleigh-Cary Urbanized Area's?	0-5
How well does the project address needs identified in the Locally Coordinated Human Services Transportation Plan?	0-5
Does the project provide a service that otherwise would not be available?	0 or 5
<b>2. Project Planning and Implementation</b>	<b>20</b>
To what degree does the project include coordination and/or partnerships with transportation providers or other relevant stakeholders?	0-5
Is the project timeline realistic?	0 or 5
To what extent does the applicant include plans to market to the target group and promote public awareness of their project?	0-5
Is there evidence the applicant has done all the necessary planning and is ready to begin the project upon being funded?	0-5
<b>3. Project Budget and Grants Management</b>	<b>15</b>
Does the submitted budget clearly identify anticipated project expenditures and revenues?	0 or 5
Does the documentation demonstrate the matching funds are identified and available?	0 or 5
How well does the agency demonstrate continued commitment to the life of the project beyond the availability of the requested grant resources?	0-5
<b>4. Program Effectiveness and Evaluation</b>	<b>20</b>
How well does the application describe collecting data and/or documenting the delivery and utilization of services?	0-10
Does the applicant propose monitoring measurable indicators of success?	0-10
<b>5. Organizational Preparedness and Technical Capacity</b>	<b>25</b>
How closely does the proposed project align with the organization's mission and objectives?	0-5
How experienced is the applicant staff in managing transportation projects and/or operating passenger transportation?	0-5
How experienced is the applicant with financial responsibilities such as quarterly reporting, annual audits, and/or other forms of financial reporting?	0-10
If the applicant has previously been awarded a Section 5310 grant by GoRaleigh, does its documented past performance indicate that it may struggle to successfully manage the project and/or operate passenger transportation? <i>Note: This question allows points gained for experience to be reduced based on previous performance.</i>	-5 - 0
Does the applicant describe activities such as: training, vehicle maintenance, inspection, or monitoring to manage risk and to provide safe services?	0-5
<b>Total Score</b>	<b>0-100</b>

# 10. Other Provisions

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## 10.1 Private Sector Participation

Federal law requires the public to be involved in the transportation planning process, and specifically requires that private providers be provided an opportunity to be consulted in developing transportation plans and programs in both urbanized and rural areas. Public involvement processes must be proactive and provide complete information, timely public notice, full public access to key decisions, and opportunities for early and continuing involvement throughout the transportation planning and programming process.

Therefore, each applicant for funds from GoRaleigh's Section 5310 program must describe their plans to comply with this policy and provide documentation of these planned efforts in their application.

## 10.2 Civil Rights

The recipient agrees to comply with all applicable civil rights statutes and implementing regulations including, but not limited to, the following:

A. **Nondiscrimination—Title VI.** The recipient agrees to comply, and assures the compliance of each third-party contractor and each subrecipient at any tier of the project, with all of the following requirements under Title VI of the Civil Rights Act of 1964:

1. Title VI of the Civil Rights Act of 1964, as amended (42 U.S.C. 2000d *et seq.*), provides that no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.
2. U.S. DOT regulations, "Nondiscrimination in Federally-Assisted Programs of the Department of Transportation—Effectuation of Title VI of the Civil Rights Act," 49 CFR part 21.
3. FTA Circular 4702.1B "Title VI Requirements and Guidelines for Federal Transit Administration Recipients." This document provides FTA recipients and subrecipients with guidance and instructions necessary to carry out DOT Title VI regulations (49 CFR part 21), and DOT Policy Guidance Concerning Recipient's Responsibilities to Limited English Proficient (LEP) Persons.

4. U.S. DOT Policy Guidance Concerning Recipients' Responsibilities to Limited English Proficient (LEP) Persons (70 FR 74087, December 14, 2005). This guidance clarifies the responsibilities of recipients of federal financial assistance from DOT and assists them in fulfilling their responsibilities to LEP persons, pursuant to Title VI of the Civil Rights Act of 1964 and Executive Order 13166.
5. FTA Circular 4703.1 "Environmental Justice Policy Guidance for Federal Transit Administration Recipients." This document provides FTA recipients and subrecipients with guidance and instructions necessary to carry out U.S. DOT Order 5610.2 to Address Environmental Justice in Minority Populations and Low-Income Populations, and Executive Order 12898 on Environmental Justice that describes the process that the Office of the Secretary of Transportation and each operating administration will use to incorporate environmental justice principles into existing programs, policies, and activities.
6. U.S. DOT Order to Address Environmental Justice in Minority Populations and Low-Income Populations. DOT Order 5610.2 describes the process that the Office of the Secretary of Transportation and each operating administration will use to incorporate environmental justice principles (as embodied in Executive Order 12898 on Environmental Justice) into existing programs, policies, and activities.

Contractors and subcontractors are not required to submit a Title VI report. However, they are responsible for complying with the Title VI Program of the recipient with whom they are contracting. Recipients and subrecipients are responsible for ensuring that their contractors are complying with their Title VI Program and Title VI regulations.

- B. **Nondiscrimination in Federal Transit Programs.** The recipient agrees to comply and assures the compliance of each third-party contractor at any tier and each subrecipient at any tier under the project, with the provisions of 49 U.S.C. 5332. These provisions prohibit discrimination on the basis of race, color, religion, national origin, sex, age, and disability, and prohibit discrimination in employment or business opportunity.
- C. **Nondiscrimination on the Basis of Disability.** The recipient agrees to comply and assures the compliance of each third-party contractor and each subrecipient at any tier of the project, with the applicable laws and regulations, discussed below, for nondiscrimination on the basis of disability.

1. Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794), prohibits discrimination on the basis of disability by recipients of federal financial assistance.
2. ADA, as amended (42 U.S.C. 12101 et seq.), prohibits discrimination against qualified individuals with disabilities in all programs, activities, and services of public entities, as well as imposes specific requirements on public and private providers of public transportation.
3. DOT regulations implementing Section 504 and the ADA include 49 CFR parts 27, 37, 38, and 39. Among other provisions, the regulations specify accessibility requirements for the design and construction of new transportation facilities and vehicles; require that vehicles acquired (with limited exceptions) be accessible to and usable by individuals with disabilities, including individuals using wheelchairs; require public entities (including private entities “standing in the shoes” of a public entity as a subrecipient or under a contract or other arrangement) providing fixed-route service to provide complementary paratransit service to individuals with disabilities who cannot use the fixed-route service; and include service requirements intended to ensure that individuals with disabilities are afforded equal opportunity to use transportation systems.

Providers of demand responsive service must utilize accessible vehicles, as defined at 49 CFR 37.7 or meet the applicable equivalent service standard. For private and public entities, the service must be equivalent in regard to schedules, response times, geographic areas of service, hours and days of service, availability of information, reservations capability, constraints on capacity or service availability, and restrictions based on trip purpose.

Providers of fixed-route service must generally utilize accessible vehicles. Private entities may utilize nonaccessible vehicles if they can provide equivalent service in terms of schedules and headways, in addition to the equivalent service requirements described above for demand responsive service. Public entities must also provide complementary paratransit service to fixed-route service as defined in 49 CFR 37.121.

4. In addition, recipients of any FTA funds should be aware that they also have responsibilities under Titles I, II, III, IV, and V of the ADA in the areas of employment, public services, public accommodations, telecommunications, and

other provisions, many of which are subject to regulations issued by other federal agencies.

D. **Disadvantaged Business Enterprise (DBE).** To the extent required by federal law, regulation, or directive, the recipient agrees to take the following measures to facilitate participation by DBEs:

1. The recipient agrees and assures that it will comply with MAP-21 Section 1101(b) (23 U.S.C. 101 note), which directs the Secretary of Transportation to expend not less than 10 percent of authorized federal funds with DBEs. This 10 percent national goal is aspirational and is used by DOT to help monitor and evaluate DBE participation in DOT- assisted contracting opportunities.
2. The recipient agrees and assures that it will comply with DOT regulation, "Participation by Disadvantaged Business Enterprises in Department of Transportation Financial Assistance Programs," 49 CFR part 26. Among other provisions, this regulation requires certain recipients of DOT federal financial assistance, namely state and local transportation agencies, to establish goals for the participation of disadvantaged entrepreneurs and certify the eligibility of DBE firms to participate in their DOT-assisted contracts.
3. The recipient agrees and assures that it shall not discriminate on the basis of race, color, sex, or national origin, in the award and performance of any third-party contract, or subagreement supported with federal assistance derived from DOT, or in the administration of its DBE program, and will comply with the requirements of 49 CFR part 26. The recipient agrees to take all necessary and reasonable steps set forth in 49 CFR part 26 to ensure nondiscrimination in the award and administration of all third-party contracts and subagreements supported with federal assistance derived from DOT.

As required by 49 CFR part 26 and approved by DOT, the recipient's DBE program is incorporated by reference and made part of the grant agreement or cooperative agreement. The recipient agrees that implementation of this DBE program is a legal obligation, and that failure to carry out its terms shall be treated as a violation of the grant agreement or cooperative agreement. Upon notification by DOT to the recipient of a failure to implement its approved DBE program, DOT may impose sanctions as provided for under 49 CFR part 26 and may, in appropriate cases, refer the matter for enforcement under 18 U.S.C. 1001, and/or the Program Fraud Civil Remedies Act, (31 U.S.C. 3801 *et seq*).

For further guidance, refer to the federal laws, regulations, and executive orders cited in this chapter. FTA's regional civil rights officers or headquarters civil rights staff will also provide current guidance upon request.

- E. **Equal Employment Opportunity (EEO)**. GoRaleigh and Section 5310 Program subrecipients must ensure that no person in the United States shall on the grounds of race, color, religion, national origin, sex, age, or disability be excluded from participating in, or denied the benefits of, or be subject to, discrimination in employment under any project, program, or activity receiving federal financial assistance under the federal transit laws.

Each Section 5310 Program contract between GoRaleigh and a subrecipient for the provision of FTA funding shall contain language that requires the subrecipient to comply with FTA regulations related to EEO. In addition, private providers under contract with subrecipients are required to comply with these regulations.

### **10.3 Assurances**

GoRaleigh annually signs the FTA Annual List of Certifications and Assurances for Federal Transit Administration Grants and Cooperative Agreements, which binds GoRaleigh to all civil rights requirements.

Through biannual grant agreements, subrecipients agree to comply with all applicable civil rights statutes and regulations. These include Title VI of the Civil Rights Act, Equal Employment Opportunity, and Americans with Disabilities Act. As subrecipients to GoRaleigh, Section 5310 Program subrecipients must comply with the FTA's Annual List of Certifications and Assurances as stated in their grant agreements with GoRaleigh.

### **10.4 Buy America**

Title 49 U.S.C. 5323(j) provides that with limited exceptions, FTA may not obligate funds for a public transportation project unless the steel, iron, and manufactured goods used in the project are produced in the United States. Section 5310 recipients and subrecipients must comply with FTA regulations, 49 CFR part 661. FTA's Buy America requirements at 49 CFR part 661 differ from Federal Buy American regulations at 48 CFR part 25. The former applies to all purchases, including materials or supplies funded as operating costs when funded by FTA, if the purchase exceeds the threshold for small purchases (currently \$100,000), whereas the latter applies to direct federal procurements. FTA strongly advises recipients to review 49 CFR part 661 as well as the current FTA Circular 4220.1, "Third Party Contracting Guidance," before undertaking any procurement. In addition, 49 U.S.C. 5323(j)(9) allows a party adversely affected by an FTA action the right to seek

review. FTA has created a Buy America website to provide an overview of these requirements as well as policies, procedures, and letters of interpretation: <http://www.fta.dot.gov/buyamerica>.

## **10.5 Drug and Alcohol Testing**

Recipients or subrecipients that receive only Section 5310 program assistance are not subject to FTA's drug and alcohol testing rules, but must comply with the Federal Motor Carrier Safety Administration (FMCSA) rule for all employees who hold commercial driver's licenses (49 CFR part 382). Section 5310 recipients and subrecipients that also receive funding under one of the covered FTA programs (Section 5307, 5309, or 5311) should include any employees funded under Section 5310 projects in their testing program.

An FTA compliant testing program, as required by the receipt of FTA operating or capital funding (5307, 5309, 5311), may be used for Section 5310 employees; there is no need to have separate testing programs. Employees of a subrecipient of Section 5310 funds from a state or designated recipient of another FTA program (e.g., 5307 or 5311) should also be included in the designated recipient's testing program.

States and designated recipients that receive funds for Sections 5307, 5309, or 5311, in addition to Section 5310, should consult FTA's regulation at 49 CFR part 655, "Prevention of Alcohol Misuse and Prohibited Drug Use in Transit Operations." The regulation applies to recipients of funds identified above. The regulation requires that FTA recipients follow the drug and alcohol testing procedures found in applicable FTA (49 CFR part 655) and DOT (49 CFR part 40) regulations.

Technical assistance materials and training information to help recipients implement the rules are available at FTA's website <http://www.fta.dot.gov> or through contacting the FTA Office of Safety and Oversight, FTA Headquarters.

## **10.6 Restrictions on Lobbying**

Federal financial assistance may not be used to influence any member of Congress or an officer or employee of any agency in connection with the making of any federal contract, grant, or cooperative agreement. The state, subrecipients, and third-party contractors at any tier awarded FTA assistance exceeding \$100,000 must sign a certification so stating and must disclose the expenditure of nonfederal funds for such purposes (49 CFR part 20).

Other federal laws also govern lobbying activities. For example, federal funds may not be used for lobbying congressional representatives or senators indirectly, such as by contributing to a lobbying organization or funding a grass-roots campaign to influence legislation (31 U.S.C. 1352). These laws do not prohibit general advocacy for transit. Providing information to legislators about

the services a recipient provides in the community is not prohibited, nor is using nonfederal funds for lobbying, so long as the required disclosures are made.

## **10.7 School Bus Transportation**

Title 49 U.S.C. 5323(f) prohibits the use of FTA funds for exclusive school bus transportation for school students and school personnel. The implementing regulation (49 CFR part 605) does permit regular service to be modified to accommodate school students along with the general public (“tripper service”). For the purpose of FTA’s school bus regulation, Head Start is considered a social service, not a school program. Rules for the Head Start program limit the types of vehicles that may be used to transport children participating in a Head Start program.

# 11. Section 5310 Program Management

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## 11.1 Maintenance

Consistent with federal requirements, each subrecipient must maintain its facilities (and substantial facility components), vehicles, and other substantial assets.

Subrecipients would be required to submit an annual Owned Rolling Stock Inventory. The inventory will include the following information:

- 1) Year/Make/Model or other ID
- 2) Vehicle Identification Number
- 3) Agency Vehicle Number
- 4) Condition
- 5) Age
- 6) Remaining Useful Life
- 7) Replacement Cost
- 8) ADA Accessibility

The information obtained from these inventories will become part of the inventory record.

Recipients and sub-recipients shall maintain equipment maintenance and inspection records for equipment procured with 5310 funds. Recipients will be required to service the vehicle(s) and equipment, at a minimum, in accordance with the maintenance schedules, and to keep records to show that service was completed. Each recipient will submit certification that service is completed at least as scheduled per the owner's manuals. Request for certification will be sent out annually by GoRaleigh.

During an annual inspection, and/or audit, GoRaleigh will request maintenance records and will select maintenance reports to review to ensure compliance with these provisions and all applicable FTA requirements.

## 11.2 Procurement

General. When procuring property, supplies, equipment, or services with funds from an FTA grant, designated recipients that are not states and their subrecipients must comply with FTA procurement requirements at 49 CFR part 18 and guidance contained in the current FTA Circular 4220.1.

### **11.3 Pre-Award and Post-Delivery Reviews**

Procurements for vehicles, other than sedans or unmodified vans, must be audited in accordance with 49 CFR part 663, "Pre-Award and Post-Delivery Audits of Rolling Stock Purchases." Additional guidance is available in the manual, "[Conducting Pre-Award and Post-Delivery Reviews for Bus Procurement](#)" on FTA's website. The regulation requires any recipient or subrecipient that purchases rolling stock for use in revenue service with funds obligated after October 24, 1991, to conduct a pre-award and post-delivery review to ensure compliance with its bid specifications, Buy America requirements, and federal motor vehicle safety requirements, and to complete specific certifications. Purchase of more than twenty vehicles for use in areas under 200,000 in population (more than ten, for large urbanized areas), other than unmodified vans or sedans, requires in-plant inspection. In the case of consolidated state procurements on behalf of multiple subrecipients, the in-plant inspection requirement is triggered only if a single subrecipient will receive more than ten or more than twenty vehicles, depending on area size.

# References

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Capital Area Metropolitan Planning Organization, Locally Coordinated Human Services Public Transportation Plan, 2019

Chicago Regional Transit Authority, Section 5310 Enhanced Mobility for Seniors and People with Disabilities Program Management Plan, 2018

City of Asheville, Enhanced Mobility of Seniors and Individuals with Disabilities (Section 5310) Funds Program Management Plan, 2019

City of Raleigh/Capital Area Metropolitan Planning Organization, Program Management Plan for Job Access Reverse Commute and New Freedom Funds, 2008

Durham-Chapel Hill-Carrboro Metropolitan Planning Organization, Program Management Plan Section 5310 Grant: Enhanced Mobility for Seniors and Individuals with Disabilities, 2014

GoRaleigh 5310 Program Management Plan, 2015

US Department of Transportation, Federal Transit Administration, Circular FTA C9070.1G

# Appendices

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Appendix A: Cary-Raleigh Urbanized Area

Appendix B: Section 5310 Application

Form Appendix C: Subrecipient

Application Letter

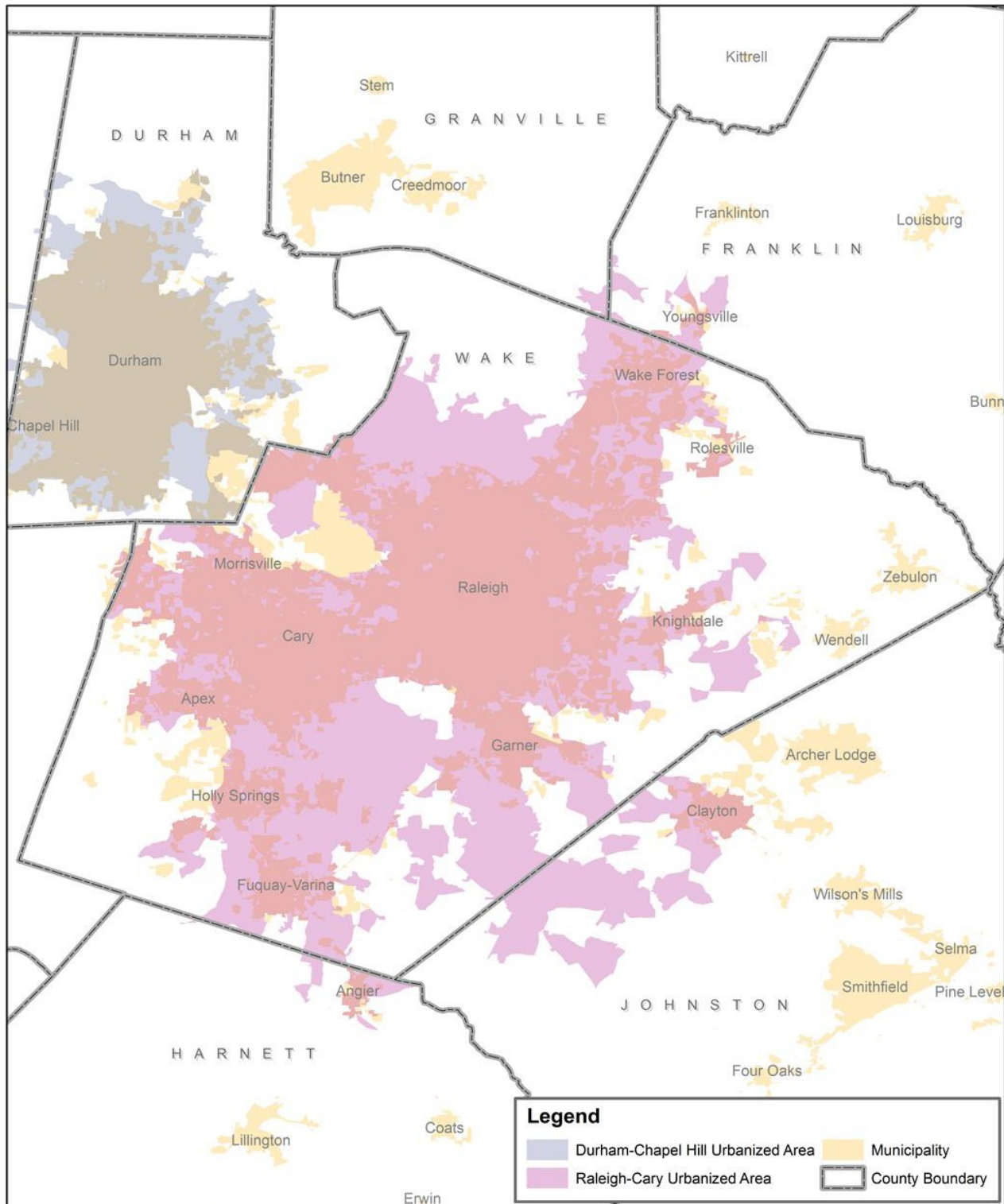
Appendix D: Checklist for Project Manager Review of Uniform Audit Requirements for Federal Awards (Uniform Guidance)

Appendix E: Definitions

Appendix F: Governing Documents

# Appendix A: Raleigh-Cary Urbanized Area

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# Appendix B: Section 5310 Application Form

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## 5310 Funding Program Application

Please complete Parts I-III of the 5310 Funding Program Application. Return the completed application to GoRaleigh as noted in the Application Process section.

### Part I – Funding Request

#### Applicant Information

Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

#### Project Description

Title: \_\_\_\_\_

Brief Description: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Project Type: \_\_\_\_\_Traditional \_\_\_\_\_Other \_\_\_\_\_Both

Service days/hours (if applicable): \_\_\_\_\_

Estimated Cost per One-Way Trip (if applicable): \_\_\_\_\_

Estimated Daily Riders per Weekday/Weekend (if applicable): \_\_\_\_\_

*Copies of submitted applications may be requested by submitting a [Public Records Request](#) to the City of Raleigh.*

*Translation assistance is available through the City's Language Line Service. GoRaleigh staff will arrange for translations or interpretation services as needed in support of applicants with Limited English Proficiency.*

## Part II – Project Narrative

Please complete the Project Narrative questions below for your application. These questions closely align with the Project Selection Criteria included in the 5310 Program Management Plan and 5310 Application Package.

### Expanded Project Description

*Please use this space to expand on your project description beyond the brief description provided in Part I of the application if needed.*

### Project Needs

*How is the proposed project consistent with eligible 5310 program activities and objectives of the 5310 funding program?*

*Describe how the project will increase or enhance the availability of transportation for the elderly and disabled populations in the Raleigh-Cary Urbanized Area?*

*What need(s) does the project address in the [Locally Coordinated Human Services Public Transportation Plan](#)? Please provide the page number(s) in the [Locally Coordinated Human Services Public Transportation Plan](#).*

*Does the project provide a service or investment that otherwise would not be available? If so, please explain.*

### Project Planning and Implementation

*Describe how the proposed project might coordinate or link with other transportation providers or transportation stakeholders?*

*Describe the project timeline and project lifespan.*

*Please note how you plan to market your proposed project. If it is an existing service, note how your service is currently marketed.*

*When could your project begin upon receiving funding? Describe the process your organization would take to implement the project.*

## **Project Budget**

*In addition to filling out the Proposed Project Budget, note any plans for continued investment and/or maintenance for the proposed project after the 5310 funds are spent. Describe any other funds available currently or for future investments in this project.*

## **Program Effectiveness and Evaluation**

*How does your organization plan to collect information to monitor quality control and customer satisfaction related to implementing the proposed project? Include in your description any measurable indicators you propose to use.*

## **Organizational Preparedness**

*Describe how your proposed project aligns with the overarching mission of your organization.*

*Describe the staffing plan for this project. Who would be the primary staff person responsible for managing the grant? What other staff would be involved? Describe any relevant past experience these staff have in working on the type of project proposed.*

*Please note any experience your organization has with financial reporting such as quarterly reports, annual audits and/or other forms of financial reporting.*

*Describe any training, maintenance, inspections and/or service monitoring you plan to do focused on managing risk and providing safe services.*

## Part III – Proposed Project Budget

## Project Funding

Local matching funds are required for all application submittals. For projects requiring operating funds the required match is 50% from non-federal transportation funds. For capital projects the required match is 20%+ from non-federal transportation funds. Some potential capital match exceptions are noted in the FTA guidance and the GoRaleigh 5310 Program Management Plan. An example budget is provided below; applicants should tailor project items as appropriate but submitted budgets should resemble this template.

## Applicant

[illegible]

Repairs & Maintenance Bldg.													
Other Operating Expenses													
Materials & Supplies													
Business Insurance													
Travel													
Mobility Management													
Marketing													
Contractual Services													
Direct Purchase Service													
Direct Purchase Service													
Total Budget	0	0	0	\$ -	\$ -	\$ -		0	0	0	0	0	

Funding Type	Capital and Operating Funds Totals			Traditional Capital and Other Funds Totals		
	Federal	Local	Total	Traditional	Other	Total
ADA Capital Funds	\$ -	\$ -	\$ -			
Capital Funds	\$ -	\$ -	\$ -			
Operating Funds	\$ -	\$ -	\$ -			

\*Modify as needed if the applicant is seeking a 90% Federal, 10% local match funding split for vehicle related equipment and facilities.

Note: The applicant must demonstrate a commitment to provide local funds and provide appropriate documentation. Documentation may be in the form of a letter or other supporting documentation noting where funds will be drawn from.

Prior to any applications for a request to receive and use federal funds, the project needs to demonstrate that it meets all local, state and FTA requirements and that it is eligible to receive federal funds. Any match funding source outside the standards established by FTA must receive written approval from FTA to be used. Match funding should adhere to the following:

- A. Must be from an eligible funding source under FTA guidelines;
- B. Must be available at the time of the grant award;
- C. Match funding must be spent to qualify as a match;
- D. No federal funds may be drawn without authorization and availability of a sufficient match funding source;
- E. Subrecipients must certify the use of local match with the submission of each invoice;
- F. Subrecipients are required to provide quarterly reports that account for the use of local funds as match.

# Appendix C: Subrecipient Application Letter

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Date

Name

Address

City, State Zip

Re: Subrecipient Project X, Federal Transit Administration Apportionment GoRaleigh Application for Federal Transit Administration funding

Dear Subrecipient:

The City of Raleigh (GoRaleigh), as the designated recipient of Federal Transit Administration (FTA) funds for the Raleigh-Cary Urbanized Area, will make an application for FTA to support the above referenced project. By accepting these federal funds, your organization will be recognized as a subrecipient and, as such, is subject to all FTA federal requirements.

I have been assigned as GoRaleigh's project manager for project oversight and will coordinate the process with you. The subrecipient agreement will be processed concurrently with the federal application to help shorten the process; however, no agreement can be executed until the federal award is received.

As part of the application process, you will be required to complete the application form that provides the project detail, budget and milestones. You will also be required to submit your current audit in accordance with the latest Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (Uniform Guidance) and sign the FTA Certifications and Assurances. No application for federal funds will be made until this information is received and accepted.

Please send all questions regarding compliance or needs for approval directly to me so I can track the required approvals or changes to your project. I will forward requests to the appropriate staff to obtain approvals or interpretations.

Please note that Certifications and Assurances must be completed annually for the duration of your active grant. All organizations are required to certify compliance with numbers one and three. If other certifications apply to this project and your organization, you also should certify those.

Once the application is processed and awarded, GoRaleigh will be able to enter into a subrecipient agreement with your organization. Until the Subrecipient agreement is signed, you do not have funding.

I look forward to working with you throughout the grant process.

Regards, Project Manager's Name

Project Manager's Title

# Appendix D: Checklist for Project Manager Review of Uniform Guidance Audit Findings

## SUBRECIPIENT MONITORING – AWARD PHASE COMPLIANCE CHECKLIST

Subrecipient: \_\_\_\_\_  
 Reviewer: \_\_\_\_\_ Date \_\_\_\_\_  
 Program/Contract Type: \_\_\_\_\_  
 Contract Number: \_\_\_\_\_

Distribute, collect, and review documents (certifications and assurances, award agreements, Title VI certifications; see a

Area	Requirement	Complete?			Corrective Action	Due Date
		Yes / Date	No	n/a		
Pre-Award Requirements						
Application Letter	Subrecipient shall submit a complete application to GoRaleigh for FTA grant funds and received notification from GoRaleigh that its application has been received.					
Local Match Documentation	Subrecipient shall provide GoRaleigh with documentation of a local match for FTA grant funds requested.					
Timeline and Milestones	Subrecipient shall complete forms for project description/detail, budget, and timeline/milestones.					
Certifications and Assurances	Subrecipient shall provide Authorized Representative and Applicant Attorney Signatures in trAMS or on the annual assurances document for Required Certifications and Assurances. <i>(Applies to all subrecipients; <a href="#">pages 17-18</a>)</i>					
Post-Award Phase						
Award Agreements	GoRaleigh and Subrecipient shall execute an award agreement within 90 days of award. Subrecipient shall receive a copy of the fully executed agreement and interlocal agreement. <i>(Applies to all subrecipients)</i>					
Title VI (First-time applicants)	Entities applying for FTA funding for the first time shall provide information regarding their Title VI compliance history if they have previously received funding from another Federal agency. <i>(Applies to all subrecipients; <a href="#">FTA C 4702.1B III-1.</a>)</i>					

# Appendix E: Definitions

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- **Aging Population:** See “Senior.”
- **Americans with Disabilities Act (ADA)** is Public Law 336 of the 101st Congress, enacted July 26, 1990 (42 U.S.C. 12101 et seq.), and later amended January 1, 2009. The ADA prohibits discrimination and ensures equal opportunity for persons with disabilities in employment, state, and local government services, public accommodations, commercial facilities, and transportation.
- **Capital Expense** means an expense directly related to the acquisition, construction, and improvement of facilities or equipment used for public transportation purposes, including, but not limited to, vehicles and related equipment.
- **Coordinated Human Services Transportation** means transportation services provided by or on behalf of a human service agency to provide access to agency services and/or to meet the basic, day-to-day mobility needs of transportation-disadvantaged populations, especially individuals with disabilities, older adults, and people with lower income.
- **Designated Recipient:** An entity designated, in accordance with the planning process under sections 5303 and 5304 of title 49, United States Code, by the governor of a state, responsible local officials, and publicly owned operators of public transportation, to receive and apportion amounts under 49 U.S.C. 5336 to urbanized areas of 200,000 or more in population; or a state or regional authority, if the authority is responsible under the laws of a state for a capital project and for financing and directly providing public transportation.
- **Disability:** The term disability has the same meaning as in section 3(1) of the Americans with Disabilities Act of 1990 (42 U.S.C. 12102). The term “disability” means, with respect to an individual -
  - a physical or mental impairment that substantially limits one or more major life activities of such individual;
  - a record of such an impairment; or
  - being regarded as having such an impairment.
- **Equipment:** An article of nonexpendable, tangible personal property having a useful life of more than one year and an acquisition cost that equals or exceeds the lesser of the capitalization level established by the governmental unit for financial statement purposes, or \$5,000. Equipment includes rolling stock and all other such property used in the provision of public transit service.
- **Grant:** An award of financial assistance, including a cooperative agreement, in the form of money, or property in lieu of money, by the federal government to an eligible recipient or recipients. Used interchangeably with grant agreement.
- **Human Service Transportation:** Transportation services provided by or on behalf of a human service agency to provide access to agency services and/or to meet the basic, day-to-day mobility needs of transportation-disadvantaged populations, especially individuals with disabilities, seniors, and people with low incomes.

- **Individual With a Disability** means an individual who, because of illness, injury, age, congenital malfunction, or other incapacity or temporary or permanent disability (including an individual who is a wheelchair user or has semi-ambulatory capability), cannot use effectively, without special facilities, planning, or design, public transportation service or a public transportation facility. 49 U.S.C. 5302(a)(5).
- **Job Access and Reverse Commute Program (JARC)** means the FTA formula grant program under SAFETEA-LU for projects relating to the development and maintenance of transportation services designed to transport welfare recipients and eligible low-income individuals to and from jobs and activities related to their employment, and for public transportation projects designed to transport residents of urbanized areas and nonurbanized areas to suburban employment opportunities. 49 U.S.C. 5316. This program was eliminated under MAP-21.
- **Large Urbanized Area:** An urbanized area (UZA) with a population of 200,000 or more individuals, as determined by the Bureau of the Census.
- **Local Government Agency** includes a political subdivision of a state; an authority of at least one state or political subdivision of a state; an Indian tribal government; and a public corporation, board, or commission established under the laws of a state.  
**Master Agreement:** The FTA official document containing FTA and other cross-cutting federal requirements applicable to the FTA recipient and its project(s). The master agreement is generally revised annually in October. The master agreement is incorporated by reference and made part of each FTA grant, cooperative agreement, and amendment thereto.
- **Mobility Management** consists of short-range planning and management activities and projects for improving coordination among public transportation and other transportation-service providers carried out by a recipient or subrecipient through an agreement entered into with a person, including a government entity, under 49 U.S.C. Chapter 53 (other than Section 5309). Mobility management does not include operating public transportation services.
- **Net Project Cost:** The part of a project that reasonably cannot be financed from operating revenues (i.e., farebox recovery).
- **New Freedom Program** means the FTA formula grant program under SAFETEA-LU for new public transportation services and public transportation alternatives beyond those required by the Americans with Disabilities Act of 1990 (ADA) (42 U.S.C. 12101 et seq.) that assist individuals with disabilities with transportation, including transportation to and from jobs and employment support services. 49 U.S.C. 5317. This program was eliminated under MAP-21.
- **Nonprofit Organization:** A corporation or association determined by the Secretary of the Treasury to be an organization described by 26 U.S.C. 501(c) which is exempt from taxation under 26 U.S.C. 501(a) or one which has been determined under state law to be nonprofit and for which the designated state agency has received documentation certifying the status of the nonprofit organization.
- **Older Adults:** See "Senior."
- **Operating Expenses:** Those costs necessary to operate, maintain, and manage a public

transportation system. Operating expenses usually include such costs as driver salaries, fuel, and items having a useful life of less than one year.

- **Paratransit** means comparable transportation service required by the ADA for individuals with disabilities who are unable to use fixed-route public transportation systems.
- **Pre-award Authority** means authority given under specific and limited circumstances to incur costs for eligible projects before a grant is made without prejudice to possible Federal participation in the cost of the project(s). Applicants must comply with all Federal requirements. Failure to do so will render a project ineligible for FTA financial assistance.
- **Program of Projects** means a list of projects to be funded in a grant application submitted to FTA by a recipient. The program of projects (POP) lists the subrecipients and indicates whether they are private non-profit agencies or local governmental authorities, designates the areas served (including rural areas), and identifies any tribal entities. In addition, the POP includes a brief description of the projects, total project costs, Federal share for each project, and the amount of funds used for program administration from the 10 percent allowed.
- **Public Transportation:** Regular, continuing shared-ride surface transportation services that are open to the general public or open to a segment of the general public defined by age, disability, or low income and does not include: intercity passenger rail transportation provided by Amtrak, intercity bus service, charter bus service, school bus service, sightseeing service, courtesy shuttle service for patrons of one or more specific establishments, or intraterminal or intrafacility shuttle services.
- **Recipient:** For purposes of this circular, a designated recipient or a state that receives a grant under Section 5310 directly.
- **Rural Area:** An area encompassing a population of fewer than 50,000 people that has not been designated in the most recent decennial census as an urbanized area by the Secretary of Commerce.
- **Senior:** An individual who is 65 years of age or older.
- **Small Urbanized Areas:** A UZA with a population of at least 50,000 but less than 200,000, as determined by the Bureau of the Census.
- **Subrecipient:** For the purposes of this circular, a state or local governmental authority, a private nonprofit organization, or an operator of public transportation that receives a grant under Section 5310 indirectly through a recipient.
- **Traditional Section 5310 Projects:** Those public transportation capital projects planned, designed, and carried out to meet the special needs of seniors and individuals with disabilities when public transportation is insufficient, inappropriate, or unavailable.
- **Transportation Improvement Plan (TIP)** is a six-year program of highway and transit projects for the urbanized areas. It is a compilation of projects from the various federal, state, and local funding programs for all the cities and counties in the Region, as well as for the state DOT and the local transit agencies.
- **Urbanized Area (UZA):** An area encompassing a population of not less than 50,000 people that has been defined and designated in the most recent decennial census as an urbanized area by the Secretary of Commerce.

# Appendix F: Governing Documents

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Federally Required Documents and Other Modal Clauses

**Refer to Appendix A of the FTA [Best Practices Procurement Manual](#)**

**Placeholder**

Procurement Manual  
(pending consideration)



## Schedule of Subrecipient Title VI Program Submissions

Organization	Most Recent Title VI Program submittal to GoRaleigh
1. Universal Disability Advocates d/b/a Alliance of Disability Advocates	June 5, 2020
2. Arc of the Triangle	June 5, 2020
3. Center for Volunteer Caregiving	June 5, 2020
4. Community and Senior Services of Johnston County	June 5, 2020
5. GoTriangle	June 5, 2020
6. GoWake Access	June 5, 2020
7. Western Wake Crisis Ministry	June 5, 2020

## **Section 4**

### **Facilities and Corridor Development**



# INFORMATION REQUIRED TO INITIATE NEPA

## A CHECKLIST

For FTA to determine the extent of environmental analysis required for a proposed project, we must have a clear idea of what it may do to the environment. This includes the **natural environment** (soil, water, air, flora/fauna) *and* the **human environment** (socioeconomics, land use, traffic, etc.). Additionally, FTA must determine whether any Federal funding is sought (now or in the future) for the proposal and if FTA is required to make a decision or approval (e.g., approval for incidental use of property).

INFORMATION REQUIRED	QUESTIONS to be ADDRESSED
<input type="checkbox"/> Sources of federal, state, and local funds and transit nexus	<i>Is the project a Federal Action eligible for FTA funding?</i>
<input type="checkbox"/> Description of existing property with a clear map showing the Area of Potential Effect (APE)	<i>What are the Existing conditions? Cleared land? Forested land? Any water? Urban area? Rural area? Suburban neighborhood? Gently rolling, flat or hilly land? Modern visual intrusions in the area, such as cell towers, modern buildings, etc.?</i>
<input type="checkbox"/> Street address or coordinates	<i>Are there possible environmental areas of concern at the site or in its surroundings? Any known hazards? Existing buildings contain lead paint/asbestos? Standing water on site? Industrial site? Industrial sites within a block of the project site? In a historic district?</i>
<input type="checkbox"/> Photos of property, any buildings on property and the surrounding area directly adjacent to the project site.	<i>What are the characteristics of the natural environment of the property? Provide photos of the land in all directions and of any buildings or structures on the land. Might any of the buildings be historic? Are the buildings in use? Are the buildings safe? Who/what industry occupies the building? Are there any nearby buildings that may be historic? Any new construction visible from the project site? Number of stories of the buildings surrounding the project site.</i>
<input type="checkbox"/> Photos of surrounding buildings visible from property	<i>What physical changes will be made to the existing site? Any digging or other ground disturbing activities such as clearing and grubbing? Will a building be constructed? Will an existing building be renovated or rehabilitated? Will parking be added or subtracted? Any changes to the traffic amount or flow due to the project? Provide any renderings that are available of the existing project site and the planned work. Be specific about actions, such as replacement of windows/doors, new construction, etc.</i>
<input type="checkbox"/> Description of complete project with site plan. Be specific for each action of the project.	<i>Are there physical changes that are not obvious in the site plan? (e.g., excavation for a basement, fuel storage)</i>
<input type="checkbox"/> List of actions required upon existing property to achieve complete project (e.g., clear 5 acres of wooded land, demolish building, culvert and cover	<i>Has thorough planning for the proposed project occurred? (3 out of 4 are typically enough to begin NEPA.) Any feasibility or environmental studies been completed? If so, please attach to the checklist document.</i>
<input type="checkbox"/> Logical termini, alignment, mode, and technology (if a linear project).	<i>Has the community affected by the project been informed? If so, when was the community engaged/informed? Is there any potential controversy? Are there any local organizations that should be informed?</i>
<input type="checkbox"/> List of any public involvement done for the project, to date, if any	

**The more information FTA knows about a project, the more accurate we can be in assigning the most appropriate level of environmental analysis.**

## Proposed Navaho Drive Sidewalk Project

### Sources of federal, state and local funds and transit nexus:

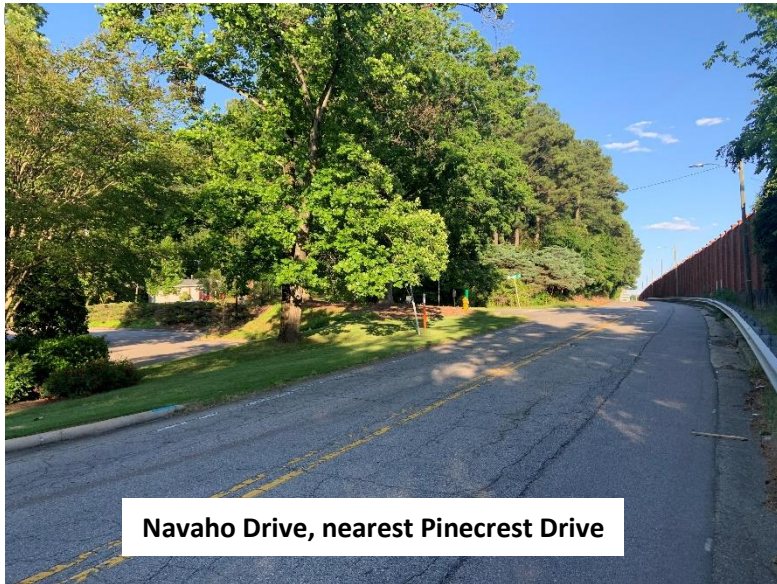
Federal funding from the Urbanized Area Formula Program (Section 5307) is anticipated for the project. Matching funds are being provided through the local municipality's general funding. The proposed project is included in the 2018-2027 CAMPO Amended Transportation Improvement Program (TIP) and the North Carolina Department of Transportation (NCDOT) Division 5 State Transportation Improvement Program (STIP), with a request for STIP ID and its anticipated approval in June 2020.

### Description of Existing Property:

The proposed project will be located on the north side of Navaho Drive from 720 feet west of Pinecrest Drive to Bush Street in Raleigh, Wake County (*see Project Maps*). The terminus of the proposed sidewalk project is located directly across from Wake Technical Community College Campus and Duke Raleigh Hospital at Wake Forest Road. The proposed project will be constructed within undeveloped, existing right of way, with no additional right of way acquisition or easement needed. An unnamed tributary of Crabtree Creek is carried under existing Navaho Drive in a 72-inch corrugated metal pipe. Crabtree Creek and its tributaries are Class C; NSW; 303(d) impaired waters. The Neuse River Basin buffer rules apply to this stream.

### Street Address or Coordinates:

Project limit is nearest 1198 Navaho Drive Raleigh, NC 27609



### Photos of building on property:

Not applicable

**Photos of surrounding buildings visible from property:**



**Description of complete project with site plan:**

The purpose of the proposed project is to improve pedestrian safety, mobility and connectivity from Wake Forest Road to the Wake Technical Community College Campus on Navaho Drive.

Sidewalk exists along both sides of Navaho Drive from Wake Forest Road to approximately 800 feet west of Pinecrest Drive. Existing sidewalk on the north side of Navaho Drive extends further than sidewalk on the south side, ending approximately 720 feet west of Pinecrest Drive.

The completion of this segment of sidewalk will provide direct access from the Wake Technical Community College campus on Navaho Drive to Duke Raleigh Hospital on Wake Forest Road. Currently, a bus connects the Wake Tech campus to Duke Raleigh Hospital.

The only missing section of sidewalk between Wake Tech and Duke Raleigh Hospital is the section currently proposed. Students and area residents wishing to walk to and from these locations must either walk in yards or on the street if they choose not to take the bus.

The proposed project involves constructing a six-foot wide sidewalk on the north side of Navaho Drive from 720 feet west of Pinecrest Drive to Bush Street in Raleigh, Wake County. Curb and gutter, sidewalk, guardrail, retaining walls, and handrails will be added along the north side of Navaho Drive. The project is approximately 1,575 feet long.

In addition to the proposed sidewalk, an approximately 284-foot long retaining wall and handrails will be required at the Navaho Drive crossing of an unnamed stream. No instream work is proposed, the project will not extend the existing pipe. Rock plating will be placed between the proposed retaining wall and the existing wingwalls of the pipe. A Neuse riparian buffer permit may be required for the placement of this rock plating. Curb and gutter will be constructed within the project limits along the north side of Navaho Drive in areas where it does not currently exist. The existing guardrail on the north side of Navaho Drive will be replaced with new guardrail placed between the curb and the sidewalk. An approximately 485-foot long retaining wall will be constructed on the north side of Navaho Drive between Pinecrest Drive and Bush Street.

**List of actions required upon existing property to achieve complete project:**

- Curb and gutter along the corridor where the sidewalk is being constructed;
- A 6-foot wide sidewalk on the north side of the roadway; and,
- Retaining walls to limit impacts to the existing properties along the corridor.

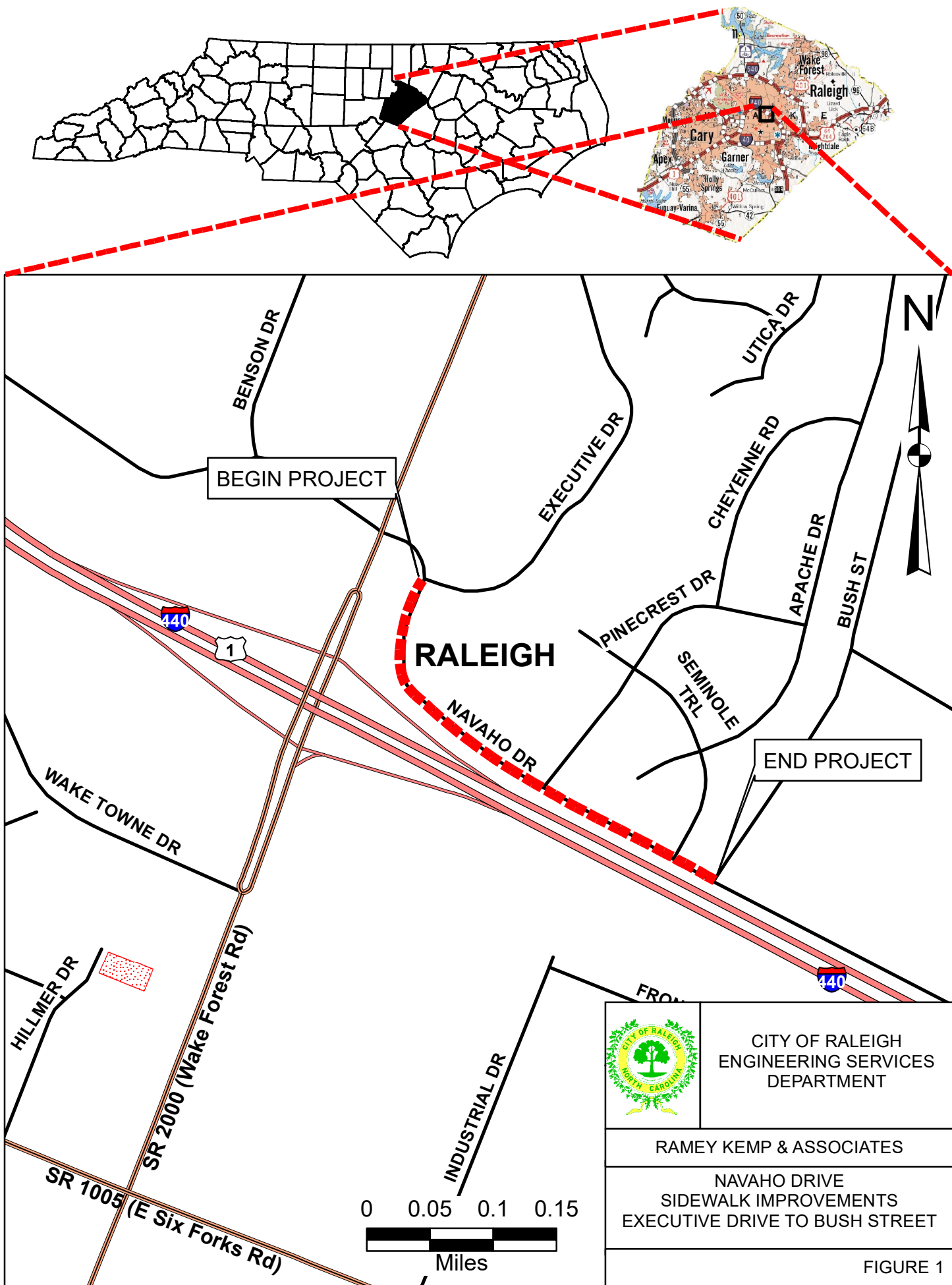
**Logical termini, alignment, mode, and technology:**

*Not applicable.*

**List of any public involvement done for the project:**

- A public meeting was held on March 10<sup>th</sup> from 5pm to 6:30pm, located at Wake Technical Community College, nearest the project site
  - Public comments were collected from March 10<sup>th</sup> until March 24<sup>th</sup>
  - 9 attendees to the public meeting; 2 comments received at the meeting in support of the project

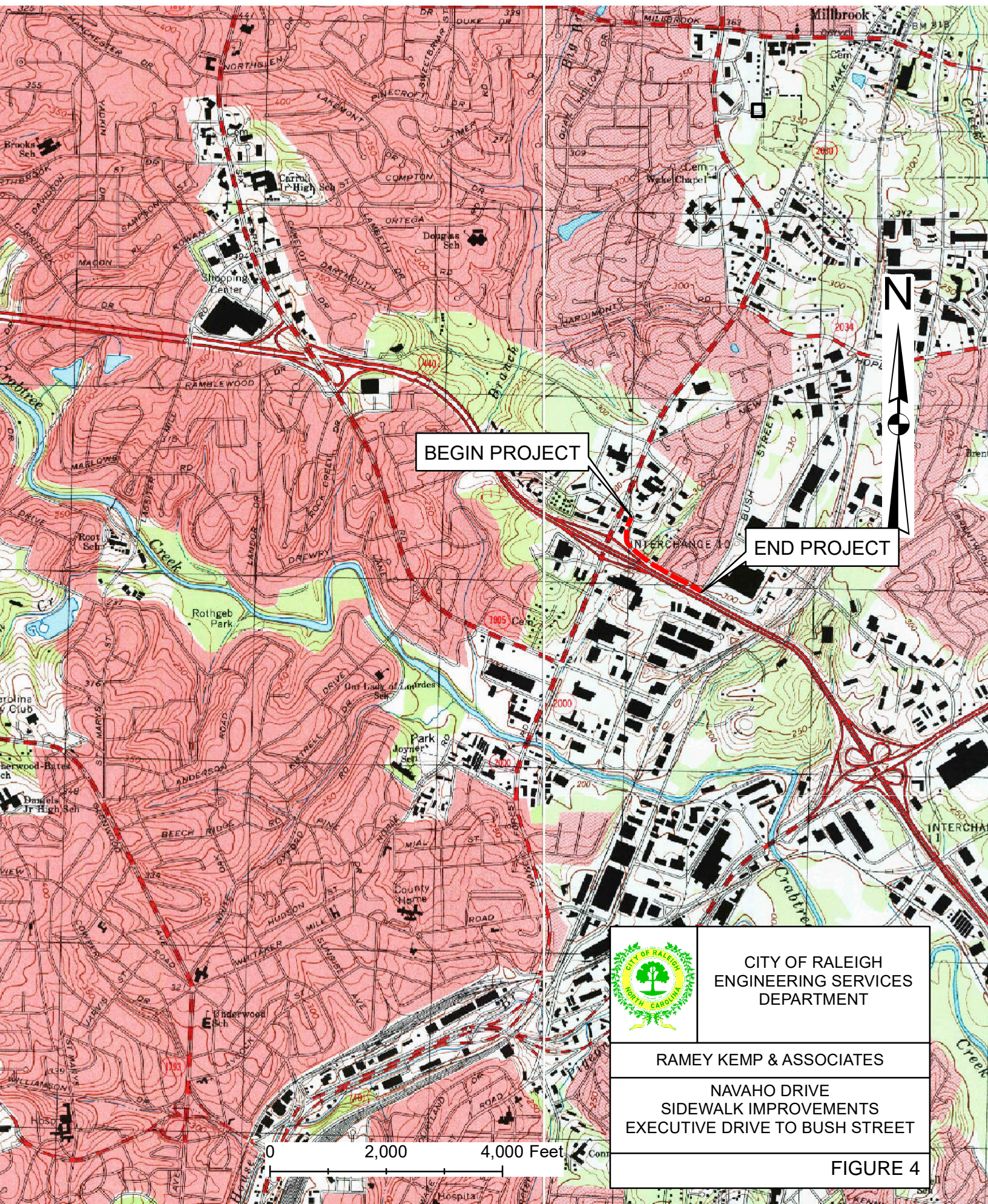




CITY OF RALEIGH  
ENGINEERING SERVICES  
DEPARTMENT

RAMEY KEMP & ASSOCIATES

NAVAHO DRIVE  
SIDEWALK IMPROVEMENTS  
EXECUTIVE DRIVE TO BUSH STREET



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**From:** Walker, Julia (FTA) <julia.walker@dot.gov>  
**Sent:** Tuesday, May 26, 2020 12:44 PM  
**To:** Simmons, Morgan  
**Cc:** Orr, Parris (FTA)  
**Subject:** Navaho Drive NEPA Determination

**Importance:** High

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you verify that the attachment and content are safe. If you believe this email is suspicious, please click the 'Phish Alert' link in the banner to report this message.

Morgan,

FTA has reviewed the documentation relating to the proposed Navaho Drive Sidewalk project and FTA has determined that the proposed project qualifies for a Listed Categorical Exclusion. Specifically, CE #5:

(5) Activities, including repairs, replacements, and rehabilitations, designed to promote transportation safety, security, accessibility and effective communication within or adjacent to existing right-of-way, such as: the deployment of Intelligent Transportation Systems and components; installation and improvement of safety and communications equipment, including hazard elimination and mitigation; installation of passenger amenities and traffic signals; and retrofitting existing transportation vehicles, facilities or structures, or upgrading to current standards.

The Section 106 required for this proposed project is complete per the documentation submitted to FTA on 5/15/2020 that complies with 36 CFR Part 800.

**NEPA is complete for this proposed project. Please note that it is the responsibility of your office to inform FTA of any changes to the proposed project as FTA will need to reevaluate the NEPA to determine if there is a change to the NEPA class of action.**

**Please attach this email to your grant in TrAMS.**

Best,  
Carrie

**Julia Carrie Walker, MHP**  
Environmental Protection Specialist

**Federal Transit Administration Region 4**

230 Peachtree St. NW, Ste. 1400

Atlanta, GA 30303

O: (404) 865-5645

[julia.walker@dot.gov](mailto:julia.walker@dot.gov)

## **Section 5**

### **Title VI Program**

# **Placeholder**

Title VI Board Approval for  
2021 Update

Raleigh, City Of | RALEIGH CITY OF | 1065

SummaryApplications/AwardsTrAMS UsersLocationsDesignated RecipientSuballocationsNewsRelated Actions

Certifications & Assurances | FY 2020 C&A Affirmations

Recipient Details

Recipient ID1065Recipient NameRaleigh, City Of

Certification and Assurance Information

Fiscal Year2020Original Certification Date4/28/2020Assigned Date2/28/2020Latest Certification Date4/28/2020Due Date5/28/2020

Published Certifications and Assurances

FTA CERTIFICATIONS AND ASSURANCES

Public Transportation Agency Safety Plan (PTASP)

On or before December 31, 2020, applicants and recipients of Section 5307 grants and rail transit agencies that are subject to the State Safety Oversight Program must certify to Category 2: Public Transportation Agency Safety Plans. Due to the Coronavirus Disease 2019 (COVID-19) public health emergency, FTA has issued a Notice of Enforcement Discretion stating that FTA will refrain from taking enforcement action related to the PTASP regulation until January 1, 2021. While applicants and recipients are encouraged to certify by the original deadline of July 20, 2020, to the extent practical, those who do not certify compliance until December 31, 2020, remain eligible for Chapter 53 grant funds.

List of All Applicable Agencies

PTASP Technical Assistance Center

Certifications and Assurances

Certification History

Certification Date: 4/28/2020 | Official: Ruffin Hall | Attorney: Robin Currin

Category	Title	Ce rti fie d
01	Certifications and Assurances Required of Every Applicant	✓
02	Public Transportation Agency Safety Plans	✓
03	Tax Liability and Felony Convictions	✗
04	Lobbying	✓
05	Private Sector Protections	✓
06	Transit Asset Management Plan	✓
07	Rolling Stock Buy America Reviews and Bus Testing	✓
08	Urbanized Area Formula Grants Program	✓
09	Formula Grants for Rural Areas	✗
10	Fixed Guideway Capital Investment Grants and the Expedited Project Delivery for Capital Investment Grants Pilot Program	✓

Category	Title	Ce rti fie d
11	Grants for Buses and Bus Facilities and Low or No Emission Vehicle Deployment Grant Programs	✓
12	Enhanced Mobility of Seniors and Individuals with Disabilities Programs	✓
13	State of Good Repair Grants	✓
14	Infrastructure Finance Programs	✗
15	Alcohol and Controlled Substances Testing	✓
16	Rail Safety Training and Oversight	✗
17	Demand Responsive Service	✓
18	Interest and Financing Costs	✓
19	Construction Hiring Preferences	✗
20	Cybersecurity Certification for Rail Rolling Stock and Operations	✗
1 – 20 of 20		

Documents

Existing Documents

Document	Description	Uploaded By	Date
No items available			

Affirmation of Applicant

**Affirmation of Applicant** BY SIGNING BELOW, on behalf of the Applicant, I declare that it has duly authorized me to make these Certifications and Assurances and bind its compliance. Thus, it agrees to comply with all federal laws, regulations, and requirements, follow applicable federal guidance, and comply with the Certifications and Assurances as indicated on the foregoing page applicable to each application its Authorized Representative makes to the Federal Transit Administration (FTA) in federal fiscal year 2020, irrespective of whether the individual that acted on his or her Applicant's behalf continues to represent it.

FTA intends that the Certifications and Assurances the Applicant selects on the other side of this document should apply to each Award for which it now seeks, or may later seek federal assistance to be awarded during federal fiscal year 2020.

The Applicant affirms the truthfulness and accuracy of the Certifications and Assurances it has selected in the statements submitted with this document and any other submission made to FTA, and acknowledges that the Program Fraud Civil Remedies Act of 1986, 31 U.S.C. § 3801 et seq., and implementing U.S. DOT regulations, "Program Fraud Civil Remedies," 49 CFR part 31, apply to any certification, assurance or submission made to FTA. The criminal provisions of 18 U.S.C. § 1001 apply to any certification, assurance, or submission made in connection with a federal public transportation program authorized by 49 U.S.C. chapter 53 or any other statute.

In signing this document, I declare under penalties of perjury that the foregoing Certifications and Assurances, and any other statements made by me on behalf of the Applicant are true and accurate.

**Official's Name** Ruffin Hall

☐ I accept the above

**Certification Date** Apr 28, 2020

Affirmation of Attorney

**Affirmation of Applicant's Attorney** As the undersigned Attorney for the above-named Applicant, I hereby affirm to the Applicant that it has authority under state, local, or tribal government law, as applicable, to make and comply with the Certifications and Assurances as indicated on the foregoing pages. I further affirm that, in my opinion, the Certifications and Assurances have been legally

made and constitute legal and binding obligations on it.

I further affirm that, to the best of my knowledge, there is no legislation or litigation pending or imminent that might adversely affect the validity of these Certifications and Assurances, or of the performance of its FTA assisted Award.

**Attorney's Name** Robin Currin

☐ I accept the above

**Certification Date** Apr 28, 2020

CANCEL



February 27, 2018

Ms. Dee Foster  
Civil Rights Officer, FT A Region IV  
Federal Transit Administration  
230 Peachtree, NW  
Suite 1400  
Atlanta, GA 30303

Dear Ms. Foster:

The City of Raleigh Transit Program provides transportation services to include fixed route bus service, express bus, and Americans with Disabilities Act (ADA) paratransit service through its transit program known as GoRaleigh ACCESS. In 2015, the City of Raleigh submitted a report to the Federal Administration (FTA) providing for a program that ensures that transit and paratransit services in the City of Raleigh and Wake County are made available, are equitably distributed, and provide equal access and mobility to any person without regard to race, color, or national origin. This program is updated every three years and has received approval from the FTA through February 1, 2018.

This update for 2018-2020 has been prepared pursuant to the Title VI of the Civil Rights Act of 1964; FTA Circular 4702.1B, "Title VI Requirements and Guidelines for Federal Transit Administration Recipients" published October 1, 2012. This update also summarizes the City of Raleigh's transit service provisions since the last program was approved. This update will provide compliance with all parameters of the FTA Title VI Compliance Checklist for transit providers operating 50 or more fixed –route vehicles in peak service and located in an urbanized area of 200, 000 or more in population.

If you have any questions or comments regarding the Title VI program update for the City of Raleigh, please do not hesitate to contact Richard Vinson, Senior Transit Planner, either by email at [Richard.Vinson@raleighnc.gov](mailto:Richard.Vinson@raleighnc.gov) or by telephone at 919-996-4087.

Sincerely,

David Eatman  
Transit Administrator



U.S. Department  
of Transportation  
**Federal Transit  
Administration**

REGION 4  
Alabama, Florida,  
Georgia, Kentucky,  
Mississippi, North  
Carolina, South Carolina,  
Tennessee, Puerto Rico,  
and the US Virgin Islands

230 Peachtree, NW Suite 1400  
Atlanta, GA 30303

September 30, 2019

Marie Parker, General Manager  
City of Raleigh, NC, Recipient ID: 1065  
222 W HARGETT ST  
RALEIGH, NC 27601

Re: Triennial Title VI Program Update

Dear Marie Parker, General Manager,

The Federal Transit Administration (FTA) has received and reviewed City of Raleigh, NC's initial Title VI program submitted on 3/23/2018. This Title VI program will be effective until January 31, 2021. The Department of Transportation (DOT) requires recipients of DOT funds to demonstrate compliance with Title VI of the Civil Rights Act of 1964 through regular compliance reports. The Federal Transit Administration's (FTA) Circular 4702.1B, "Title VI Program Guidelines for Federal Transit Administration Grantees" sets forth the information that should be included in these updates, and requires they be submitted as Title VI Programs submitted every three years.

FTA's review of your Title VI program considered all elements required by the Department of Transportation regulations found at 49 C.F.R. § 21, as outlined in Circular 4702.1B. The Review Assessment attached to this letter identifies the specific areas reviewed, any concerns, and relevant reviewer comments. To assure you are implementing Title VI program requirements in accordance with the regulations, you must promptly address and correct any concerns identified with a "no" in the Review Assessment. Your program status is now *Concur*. ***Please note that your next triennial Title VI program submission was due to FTA is due by no later than February 1, 2021.*** Please retain documentation as needed to demonstrate the corrections noted have been addressed. FTA typically verifies corrections have been made and implemented at the next oversight opportunity, but can request this information at any time.

***For Everyone:*** Your Title VI program demonstrates your agency has the procedures and resources to ensure public transportation services are provided in a nondiscriminatory manner, as required by Title VI of the Civil Rights Act of 1964. FTA's review and concurrence on a Title VI program does not relieve recipients from the requirements and responsibilities outlined in Circular 4702.1B or of the DOT Title VI regulation at 49 CFR part 21. You must properly implement your program to ensure nondiscriminatory service, including full and fair participation in public transportation decision-making, and meaningful access to transit-related programs and activities by persons with limited English proficiency. If you use contractors or have subrecipients, you must monitor their compliance with Title VI. You can find these

monitoring responsibilities in Chapter 2, Section 6 (Contractors) and Chapter 3, Section 12 (Subrecipients) in the FTA Title VI Circular. As a basic requirement for Title VI compliance, you must develop a language assistance plan (LAP). Your LAP must include a Four Factor Analysis—you can find information on this analysis in Chapter 3, Section 6 of the FTA Title VI Circular. If you believe that your agency only serves an English-speaking population, you still must complete a Four Factor Analysis to demonstrate this.

***For 200/50 Recipients:*** Prior to implementing any major service changes or any fare change, transit agencies operating more than 50 vehicles in large urbanized areas must complete an equity analysis, and submit it for board review and approval. You can find more information on SAFE Analyses in Chapter 4, Section 7 of the FTA Title VI Circular. Large transit agencies must also collect and report demographic data, including data gathered through rider surveys, and monitor transit service relative to system-wide service standards and service policies. If you need technical assistance with your Service and Fare Equity (SAFE) Analysis, please contact your Regional Civil Rights Officer.

***For State DOTs:*** Your Title VI program must include a demographic profile of your state that includes the locations of minority populations. You must also submit additional data and information as outlined in Chapter 5, Section 2 of the FTA Title VI Circular. If you pass through funds to any Metropolitan Planning Organizations (MPO), then you must collect Title VI programs from them on a schedule that you determine.

***For MPOs:*** Your Title VI program must include a demographic profile of your metropolitan area that includes the locations of minority populations. You must also submit additional data and information as outlined in Chapter 6, Section 2 of the FTA Title VI Circular. FTA is committed to providing technical assistance to help correct your Title VI program and to implement your program consistent with the regulations and guidance.

FTA is committed to providing technical assistance to help correct your Title VI program and to implement your program consistent with the regulations and guidance. In order to preserve paper, we are issuing this letter electronically via email and it is attached to your profile in TrAMS. In the attached document, you will see the results of your Title VI Program Review. Please do not hesitate to contact me directly at 404-865-5639 or at [sarah.majdiak@dot.gov](mailto:sarah.majdiak@dot.gov) if you have any questions or would like to talk further about Title VI or any of your other Civil Rights programs.

Sincerely,

Sarah Majdiak/s/  
Civil Rights Officer, Region 4

cc: Yvette G. Taylor, FTA Region 4, Regional Administrator  
Monica McCallum, FTA Civil Rights, Director of Regional Operations

## **Title VI Program Review Assessment:**

Items below identified as “YES” are included in the Title VI program review, and no changes are needed. Items identified as “NO” were not included or were insufficient and must be corrected. Carefully address all insufficient items, as indicated in this review letter, to ensure you are implementing your Title VI program in accordance with the regulations.

### **Chapter 3: GENERAL REQUIREMENTS AND GUIDELINES**

Does the program submission include appropriate documentation demonstrating that the transit board of directors has approved the Title VI program? *Yes*

#### **Public Notice**

Does the submission include a copy of the public notice informing the public of the protections against discrimination afforded to them under Title VI? *Yes*

Is there a list of public locations where the notice is posted? *No*

Did you verify the notice is posted on the agency’s website and in public areas of the agency’s offices? *Yes*

Does the public notice include how to request additional information on your Title VI obligations? *Yes*

Does the public notice include how to file a complaint? *Yes*

#### **Complaint Procedures**

Did you include the (internal to the agency) procedures for investigating and tracking Title VI complaints filed against them? *Yes*

Did you include the instructions it gives to members of the public about how to file a Title VI discrimination complaint? *Yes*

Are the procedures for filing a Title VI discrimination complaint available on the agency website? *Yes*

#### **Complaint Form**

Does the program include a copy of the complaint form that specifies the three classes protected by Title VI (race, color, and national origin)? *Yes*

Is the complaint form available on the agency’s website? *Yes*

Did you include a list of any of the following that allege discrimination on the basis of race, color, or national origin: active investigations conducted by entities other than FTA; lawsuits; and/or complaints naming the recipient? *N/A - no complaints received*

### **Public Participation Plan**

Did you include a Public Participation Plan that describes the proactive strategies, procedures, and desired outcomes of public participation activities? *Yes*

Does the Public Participation Plan include information on how the grantee considers the needs of, and engages minority and LEP populations in public participation activities? *Yes*

Did you summarize the public outreach and involvement activities undertaken in the last 3 years? *No*

### **Board Selections**

Did you select members to transit-related, non-elected planning boards, advisory councils or committees? *Yes*

If you select members, did you provide a table with a racial breakdown of the membership of those boards, councils, or committees? *Yes*

Did you describe how they encourage minorities to participate on these boards, councils, and committees? *Yes*

### **Subrecipient**

Does the program indicate if you have subrecipients? *Yes*

If you have subrecipients, did you provide the monitoring procedures and/or efforts you use to ensure subrecipients comply with Title VI? *No*

Did you describe the process used to provide assistance to subrecipients, when needed? *No*

### **LEP Four-Factor Analysis & Plan**

Did you include a Language Assistance Plan? *Yes*

Does the Language Assistance Plan include a Four-Factor Analysis that determines the appropriate level of LEP assistance and outreach efforts needed? *Yes*

Did your Language Assistance Plan NOT include something? *Not Included*

## **Facility Site Equity Analysis**

Did you identify a site or location for a new facility (excluding bus shelters) or construct a facility during the period covered by your program? *Yes*

Did you complete and submit an equity analysis conducted during the planning stage for all projects requiring land acquisition and the displacement of persons from their residences and businesses? *Yes*

Did the site analysis include outreach to persons potentially impacted by the siting of facilities? *Yes*

Did the site analysis compare the equity impacts of alternative locations prior to selecting the preferred site? *Yes*

Did you give attention to other facilities with similar impacts in the area to determine if any cumulative adverse impacts might result? *No*

Did you determine that the location of the project will result in a disparate impact on the basis of race, color, or national origin? *No*

Did you provide a substantial legitimate justification for the project location? To do so, you must demonstrate that either 1) no alternative locations are available, or 2) any alternative locations, if identified, would result in the same or more disparate impact on the basis of race, color, or national origin. *Yes*

## **Chapter 4: FIXED ROUTE TRANSIT PROVIDER REQUIREMENTS**

### **Service Standards**

Did you include your service standards and policies for each specific fixed route mode of service you provide? *Yes*

Which service standards, if any, are NOT included? *No service standards were missing from the submission*

### **Service Policies**

Are the current service policies included? *Yes*

Is there a description of how service policies are adopted to ensure service design and operations practices do not result in discrimination on the basis of race, color, or national origin? *Yes*

Which service policies, if any, are NOT included? *None - All service policies are included*

## **Large Urbanized Fixed Route Requirements**

### **Demographic Data**

Are demographic and service profile maps and charts (demographic data) included? *Yes*

Is the demographic data current as of the most recent decennial census or American Community Survey? *Yes*

Does the program include a description of how demographic data is prepared prior to proposed service reductions or eliminations? *Yes*

Does the demographic data include a base map of the transit service area? *Yes*

Does the base map include overlays of the required data? *Yes*

Do the demographic maps appropriately identify areas where the minority population exceeds that of the service area as a whole? *Yes*

Do the demographic maps appropriately identify areas where the low-income population exceeds that of the service area as a whole? *No*

### **Ridership Surveys**

Do you collect demographic ridership and travel patterns using customer surveys? *Yes*

Which requirements of the ridership and travel pattern surveys are NOT met, if any? *Not Included*

### **Monitoring**

Do you include the results of monitoring service standards and policies? *Yes*

Which required transit monitoring methods are NOT included, if any? *Not Included*

### **SAFE Analysis**

Did you include the written policies and procedures for your service and fare equity analyses process? *Yes*

What required service and fare equity analysis policies or procedures are missing, if any? *No required policies and/or procedures were missing from the submission*

Did you identify any service and/or fare equity analyses from the last 3 years? *Yes*

Did you include the results of the service and/or fare equity analyses conducted in the last 3 years? *Yes*

If there were service and/or fare equity analyses conducted in the last 3 years, what required documentation is NOT included, if any? *No documentation elements were missing from the submission*

#### **FTA Reviewer Comments:**

*Your Title VI Notice to the Public, and your instructions on how to file a complaint needs to be updated to include the right to file a Title VI complaint with the FTA Civil Rights HQs. Please update you Notice, Instructions, and make sure that anywhere this information is posted it is corrected to language and address listed in the paragraph below. the FTA Office of Civil Rights in DC. The address for complaints to FTA Civil Rights HQs is provided below. The FTA 4702.1B Circular's Appendix B-1 can also be referenced for an example.*

*A complainant may file a complaint directly with the Federal Transit Administration by filing a complaint with the Office of Civil Rights, Attention: Title VI Program Coordinator, East Building, 5th Floor-TCR, 1200 New Jersey Ave., SE, Washington, DC 20590.*

*I was not able to locate where you have your Title VI Notice to the public posted. Please make sure that you table of contents identifies the Pg. location in your next Title VI Report submission.*

*Your Title VI Notice of Rights on Pg. 11 of your 2018 Report includes Basis's that are not covered under Title VI. Please either separate by statue Title VI (Race, Color, National Origin) from any other Statues and Basis. Your complaint form is titled Title VI but again lists basis's that are not covered under Title VI. (You have included gender, age status under Title VI.) Please either change the complaint form to a more generic title such as Non-Discrimination or make it Title VI only and have a separate form for other statues you accept complaints over. The Public is frequently confused by what Title VI does and does not cover and what they can file under. This can especially be difficult depending on the population base and if there are literacy issues. Additionally, please include the hyperlinks to your websites Title VI information.*

*I was not able to locate a summary of the targeted Title VI/LEP public outreach and involvement activities undertaken during the reporting period. Please make sure to update your next submission to include this. Your public participation plan should have metrics to include goals and outcomes and your outreach should be related to your plans goals.*

*I was not able to locate you monitoring procedures and/or efforts it uses to ensure subrecipients comply with Title VI. You have included a large amount of*

*information related to 5310 and subrecipients but I did not locate your Title VI reporting requirements related to subrecipients.*

*I was not able to locate a description of how you train employees to understand their LEP obligations to provide timely and reasonable language assistance to LEP populations. Please update your LAP to include this.*

*I was not able to locate your demographic maps also identify low-income populations for environmental justice considerations. Per the requirements of Chapter IV.*

*The CAT maps starting on Pg. 546 related to service changes did not identify a base layer with legend within the map showing nearby minority and low-income populations. Please reference Appendix K Exhibit 2 for an example of providing GIS map data related to service changes.*

*Please submit you 2021 Title VI Report with a Table of Contents that includes all required reporting elements and the exact location (page number) where they are located in your Report. Please only submit documentation that is directly related to the Circular reporting requirements for Title VI/LEP. Please update your Report to only include material related to Title VI/LEP reporting.*

**Also, please visit the FTA Civil Rights webpage for more information:**

**<https://www.transit.dot.gov/title6>**

# Civil Rights Compliance | Title VI Program

## Recipient Details

**Recipient ID**

1065

**Recipient Name**

Raleigh, City Of

## Program Status

**Status Date**

Sep 30, 2019

**Due Date**

Feb 1, 2021

**Program Status**

Concur

**Expiration Date**

Mar 31, 2021

## Status History

Status	Date	User
Concur	9/30/2019 6:46 PM GMT+00:00	Sarah Majdiak
In Review - Submitted to FTA	3/23/2018 8:31 PM GMT+00:00	Kelli Yeager
Concur	3/16/2015 10:00 AM GMT+00:00	
In Review - Submitted to FTA	1/30/2015 10:00 AM GMT+00:00	

## Existing Document Details

Document Type	Document Name	Program Begin and End Dates	Date Uploaded	Uploaded By
Title VI	City of Raleigh Title VI 2018	4/1/18 - 3/31/21	3/23/2018 8:30 PM GMT+00:00	Kelli Yeager
Title VI	City of Raleigh, NC, 1065, 9-26-19	02/01/2019-01/31/2021	9/30/2019 7:19 PM GMT+00:00	Sarah Majdiak

MANAGE DOCUMENTS

## **Section 6**

### **System-wide Standards and Policies**



# System-wide Service Standards and Policies

## Background

Because the communities within the GoRaleigh service area are significantly diverse and constantly changing, GoRaleigh has developed guidelines that are outlined within this System-wide Service Standards and Policies document in order to allow for consistent and continual evaluation of services. Given the varying needs of the individuals in our service area, GoRaleigh provides multiple service delivery options such as fixed-route transit, vans, taxi, and paratransit (GoRaleigh Access) services.

Raleigh Transit Authority (RTA) is required by the Federal Transit Administration (FTA) to establish written service standards and policies for its fixed route services. The service standards and policies are required for six transit indicators: vehicle load, vehicle headway, on-time performance, service availability, distribution of transit amenities, and vehicle assignment. This is done in accordance with the requirements of FTA Circular 4702.1B (Title VI Program Guidelines for Urban Mass Transit Administration Recipients) because GoRaleigh operates in an Urbanized Area with a population greater than 200,000. GoRaleigh follows FTA's effective practices to fulfill the service standard and policy requirements provided in Chapter IV pages 5-7 of the Circular. Transit service standards are also needed to comply with 49 CFR Section 21.5(b)(2) and (7), Appendix C to 49 CFR part 21.

The service standards and policies that the RTA utilizes are broader than the core federal requirements and identify four primary areas of focus for monitoring the quality of service delivery, which is an essential element of prevailing Title VI requirements. These focus areas include Bus Service Delivery Standards, Policies for Transit Amenities and Vehicle Assignment, Capital Investments, and Specialized Services. Application of these Service Standards provides assistance in achieving a balance between quality, equity and the cost-effective use of limited resources. The availability of financial resources, represented by the annual budget, is an important factor in how these standards are applied. Service expansions, reductions, and adjustments may occur in conjunction with transportation need, timing, and the availability of operating and financial resources, as determined by the RTA and the Raleigh City Council.

The City of Raleigh's transit service standards provide a means to support its mission to provide a safe, clean, reliable, cost effective transportation system, which meets transportation needs, contributes to growth and development, and improves the quality of our metropolitan community. The standards are reviewed annually to provide a continual analysis of the effectiveness of the services being provided to the public. In addition, the City of Raleigh uses the resulting standards during the course of a year as a measure to ensure that there is an on-going quality of service and system integrity. Monitoring procedures for applying these standards can be found in a document titled "GoRaleigh Title VI Service Monitoring Procedures".

## Summary of Service Standards and Policies

FTA requires all fixed route transit providers of public transportation to develop quantitative standards for the following indicators. Individual public transportation providers will set these standards; therefore, these standards will apply to each individual agency rather than across the entire transit industry.

### *Service Standards*

- Vehicle load for each mode: Generally expressed as the ratio of passengers to the number of seats on a vehicle, relative to the vehicle's maximum load point. For example, on a 40-seat bus, a vehicle load of 1.3 means all seats are filled and there are approximately 12 standees. Transit providers can specify vehicle loads for peak vs. off-peak times, and for different modes of transit.
- Vehicle headways for each mode: The amount of time between two vehicles traveling in the same direction on a given line or combination of lines.
- On-time performance for each mode: A measure of runs completed as scheduled.
- Service availability for each mode: A general measure of the distribution of routes within an agency's service area

### *Service Policies*

- Distribution of transit amenities: Ensures equitable distribution of amenities for rider comfort, convenience, and safety throughout the system.
- Vehicle assignment: Describes how vehicles are assigned to depots and routes.

## Service Standards and Policies

### *Service Standards (Bus Service Delivery Standards)*

#### **Vehicle Load**

**Definition:** Vehicle load is generally expressed as the ratio of passengers on board to the number of seats on a vehicle.

**Standard:** The average of all loads should not exceed vehicles' achievable capacities. When maximum load factors are reported as being exceeded, the ridership will be monitored to determine if the load factor is being exceeded on a regular basis. If load factors are exceeded regularly, GoRaleigh will evaluate whether frequency on that route should be adjusted within the confines of the expected funding levels, then determine to either substitute a larger vehicle or make minor modification to routes or schedules in order to bring the service within the vehicle load standards.

### Average Passenger Capacities:

	Full capacity w/o wheelchair(s)	Full capacity w/ 1 wheelchair	Full capacity w/ 2 wheelchairs
40' Low Floor Bus	39	36	32
35' Low Floor Bus	36	33	29
29' Low Floor Bus	26	23	20

### Passenger Load LOS

LOS	Passenger Load factor (p/seat)	Comments
A	0.00-0.50	No Passengers need to sit next to each other
B	0.51-0.75	Some passengers will need to sit next to others
C	0.76-1.00	All passengers can sit through choices will be limited
D	1.01-1.25	Some passengers required to stand
E	1.26-1.50	Maximum load of passengers achieved (seated & standees)
F	>1.50	Crush load

### Headway

**Definition:** Bus Headway is defined as the interval of time between buses traveling in any given direction (inbound/outbound) on any given route.

**Standard:** Headways shall vary between peak periods and off-peak periods where demand dictates **as** in order to minimize operating expenses and provide the most efficient service during weekday peak demand periods. Headways shall be at their maximum when minimum service is provided during off-peak periods. Further, GoRaleigh has established the following headways where economically feasible:

- Peak period headways shall not exceed 30 minutes;
- Off peak headways shall not exceed 60 minutes;
- Peak period headways on connecting services shall be no greater than 35 minutes.

Headways are reviewed when vehicle load issues arise based on review of stop-level data, when customer service or operator complaints are received, or when public requests for additional services are received through the various opportunities for public input. When funding is available, headways are increased on routes without excess capacity or in areas that, because of development patterns, have greater density to successfully support increased transit service. When adjustments are made to

headways, the GoRaleigh Planner reviews the system to ensure that there are no disparate impacts created from the frequency adjustments.

The following factors are examined if and when adjusting headways needs to be considered:

- Load factor
- Passenger demand
- Route length
- Running time
- Passenger volume
- Proximity of route terminal to operating facilities of other routes
- Equipment allocation

## **On-time performance**

**Definition:** On-time performance is a measure of the trips completed no later than 5 minutes after the scheduled time. A bus is determined to be late if it departs its scheduled “time point” more than five minutes later than the published time. Buses are considered early if they depart from a published “time point” any time prior to the scheduled departure.

**Standard:** GoRaleigh strives to meet an on-time performance objective of 85 percent or greater on every trip. GoRaleigh continuously monitors on-time performance and system results are published and posted as part of monthly performance reports covering all aspects of operations.

## **Service availability**

**Definition:** Service availability is a measure of the population with access to a transportation provider’s fixed route services.

**Standard:** GoRaleigh’s goal is to ensure that 90 percent of all residents within the service area are within a 1/3 mile radius of bus service.

Efficient bus stop placement will be examined to determine if it optimizes service delivery. The areas that RTA evaluates for these standards include bus stop spacing, special considerations such as destinations, sidewalk availability, safety and convenience, and schedule adherence. The City of Raleigh gives special and weighted consideration for the placement of bus stops near schools, facilities for seniors and individuals with disabilities, public facilities and government offices, and major ridership generators (such as apartment complexes, shopping centers, and major tourist attractions).

*ADA service accessibility:* GoRaleigh makes every effort to ensure that transit services are accessible to all persons in the GoRaleigh service area and are provided in a manner consistent with the Americans with Disabilities Act (ADA) of 1990. Paratransit service is provided to eligible individuals with disabilities for trips beginning and ending within 3/4 mile from a fixed route transit stop.

Transit access is annually reviewed to determine whether there are areas without access and develop a cost feasible financial plan to provide service in the future. In addition, all commercial plans are

reviewed and must be signed off on by the City's transit staff as part of the City of Raleigh's plan review process. This process also encourages GoRaleigh to continue working with other city/county departments and other agencies to review and approve development in areas with existing transit service or require new developers to assist in providing additional transit service, access paths, bench, pad and/or shelter prior to approval.

**Additional Transit Service Availability related standards and practices:**

- **Span of Service** – span of service is defined as the hours that service will operate at any given point within the system.
- **Level of Service by County and Minority Group** – GoRaleigh provides service throughout the majority of Wake County. It is GoRaleigh's goal that its service is provided to the majority of minority census tracts, as funding permits.
- **Route Service Tracts** – GoRaleigh, during its Section 5310 program outreach makes an effort to encourage agencies serving these areas to seek grant funds to provide programs or services that assist with transit access. This practice enhances service availability outside of the fixed route and paratransit systems.
- **Service Extensions** - Based on the urbanized area characteristics, service could be extended to major commercial/employment uses based on overall square footage and/or number of employees/patrons, including the following thresholds.
  - Individual businesses of 250 or more employees
  - Shopping centers of more than 1,200 square feet of leased retail space
  - Medical facilities with more than 325 beds
  - Academic institutions with an enrollment of 1,000 full time students
  - Government agencies that attract substantial daily patrons
- **Bus Stop Spacing** - The bus stop spacing standards for the network will be implemented based on population density along the route and based on roadway speed as listed below.
  - An average of 4 bus stops per mile where roadway speeds are 35 miles per hour or lower.
  - An average of 2 bus stops per mile where roadway speeds are 45 miles per hour or higher.
  - The roadway speed impacts customer safety when accessing stops and also the safety of vehicles when the bus is entering and exiting the travel lane to pick up and drop off customers. Stops will also be placed closest to signalized intersections, as appropriate on higher speed roadways.

***Service Policies***

**Distribution of transit amenities**

**Definition:** The City of Raleigh has defined a service amenity as any item or service that is provided specifically to increase the comfort and/or convenience of using the GoRaleigh system. Currently available amenities include shelters, trash cans, and schedule information.

**Policy:** The standard measure for all amenities is to determine equitable distribution within facilities and throughout the GoRaleigh service area based on need, activity and geographical location. This is in accordance with the tenets of Title VI and each amenity is, and will continue to be, calculated and

monitored separately to ensure that service amenities are equitably distributed. Minimum activity thresholds for siting various stop amenities are presented in the table below.

#### Transit Amenity Minimum Thresholds

Amenity	Minimum Threshold
Shelter placement	Average of 10 or more boardings per weekday
Stand-alone seating options	As needed for stops that have either not met the boarding requirements, where shelters are not appropriate, or where right-of-way constraints exist
Park and Ride and Transfer Stations	As needed to meet ridership demand
Real-Time Passenger Advisory Signage	As needed for high ridership locations with potential service to multiple routes and that exhibit transfer opportunities

GoRaleigh is solely responsible for distribution of transit amenities for the system, throughout Wake County. Distribution is prioritized by attempting to provide amenities so as to serve the largest number of passengers. Placement of amenities is also considered where there is need brought from our passengers. This policy is set with consideration of available resources and right-of-way leading to eventual placement of transit amenities. Within incorporated areas, GoRaleigh coordinates the distribution and siting of transit amenities with each municipality.

**Bus Shelter/Bench Program** - The primary objective of GoRaleigh's Non-Advertising Bus Shelter/Bench Program is to promote quality of service, as well as the equitable distribution of bus shelters and benches at designated bus stops within GoRaleigh's service area. The Bus Shelter/Bench Program is designed to provide customers with protection from the elements along with a level of comfort to as many bus passengers as financially feasible. The Bus Shelter/Bench Program supports the following strategic initiatives:

- **Customer Focus** - GoRaleigh provides this transit amenity to bus stops in Title VI areas where the value to the customer is maximized for dollars invested.
- **Continuous Quality Improvement** - Installing shelters/benches at bus stops is another way of continuing to enhance our system to better serve customers.
- **Transit Advocacy** - Providing more shelters in locations where the demand and needs are apparent solidifies GoRaleigh as a good neighbor and encourages partnerships with municipalities and businesses.
- **Safety considerations** - GoRaleigh strives to provide a safe, inviting, hospitable environment for our bus riders as they wait to continue their travel. In order to accentuate the effort, the process of site selection for bus shelters and benches is predominantly based on the GoRaleigh service standard criteria of "Daily Boardings" at a particular location. However, other criteria such as location in Title VI Area, proximity to other shelters or benches and proximity to activity centers such as senior centers and shopping centers are utilized to score and rank new non-advertising bus shelters and bench sites for eventual construction.

Currently, GoRaleigh's non-contracted stop and shelter-related amenities include trash cans, and schedule information. These amenities are uniformly distributed and available throughout the GoRaleigh system with easy access for seniors and individuals with disabilities, as well as, all patrons in general. Additionally, they are routinely maintained by GoRaleigh's contractor on an on-going basis.

### **Other Transit Service Amenities**

The array of other transit service amenities provided and maintained by the City of Raleigh for customer convenience includes the following:

- **Vehicle Amenities** - Vehicle amenities are additional amenities offered on GoRaleigh's transit vehicles, such as bus network displays, bike racks on buses, and stop announcements.
- **Information Booth** – GoRaleigh's information booth provides customers information that enables them to access and use GoRaleigh facilities with convenience and ease. The information provided by the booth includes bus schedules, trip itinerary planning services and general information. Customer Information Operators inform customers about services offered by GoRaleigh and provide telephone numbers and referrals to other bus transit systems in the metropolitan area, such as Wake, Orange and Durham Counties. In addition, RTA will mail bus route schedules and system maps to riders, upon request. Customers can also request travel information by contacting the call center via the City of Raleigh website. In this connection, the region has developed its website to serve as an information portal for various audiences including current riders, elected officials, business and community leaders, non-riders, special event riders, state/regional and local government officials, as well as, taxpayers.

## **Vehicle Assignment**

**Definition:** Vehicle assignment refers to the manner in which vehicles are assigned to routes and garages.

**Policy:** In order to be in compliance with Federal Transit Administration (FTA) Title VI regulations, it is the policy of the City of Raleigh that GoRaleigh operators be assigned GoRaleigh vehicles on a random basis based on passenger demand by route, type of service offered by route (i.e. fixed route, demand response, cross-town, etc.), equipment availability, timing of operator assignment (i.e. day of week, holiday, etc.), and any other factors. On a daily basis, GoRaleigh shall maintain a daily log of all vehicle assignment practices consistent with this policy for Transit Division inspection.

The random daily assignment prevents specific vehicles being placed on specific routes and also ensures that all routes will have access to newer vehicles. While the vehicle assignment process is random, GoRaleigh does review APC data during the process to ensure that the vehicle size meets the capacity requirements on each route. It is important to note that some routes have vehicle size restrictions based on the operating environment; therefore, the vehicle assignments on those routes are based on vehicle size rather than random selection of the entire fleet.

The vehicle assignments take into account the operating characteristics of 40', 35' and 29' bus lengths, which are matched to the operating characteristics of the route. All buses have the same amenities available to all riders. Every bus is low-floor with a ramp accessible for persons with disabilities. Routes with higher ridership and/or during peak periods are assigned 40' buses and the remaining vehicles are

utilized throughout the service area. The majority of the routes have multiple communities and diverse populations. GoRaleigh observes strict standards with respect to adherence to preventive maintenance schedules.

Revenue vehicles are assigned to routes based on contractual obligations. At a minimum, they are rotated every four months to manage the accumulation of mileage. Certain vehicle types such as articulated buses are used on high passenger volume routes. Vehicles equipped with Automatic Passenger Counters (APC) or Automated Vehicle Locators (AVL) may be assigned to certain routes to fulfill data gathering objectives. Depending on availability, same series/type buses are assigned to the same route to minimize operating characteristic deviations.

## ***Capital Investments***

### **Planning and Programming to Support Transit Service Delivery**

A primary area of focus for monitoring the quality of service delivery is capital investments. Capital investments will be based on the city's transit program's Capital Improvement Program (CIP). The CIP supports the maintenance of assets including facilities, revenue, rolling stock; and a vast array of tools and equipment. RTA develops its CIP with the full consideration of how capital investments must be equitably distributed throughout the service area. In addition, capital investments are also reviewed from the vantage point of how they will facilitate equal access and the equitable delivery of transit services to minority, low income, transit dependent and choice rider areas in comparison. Both Regional and Short-Range activities are addressed.

The City's capital investment projects are accordingly programmed into the annual update of the budget and the Capital Area Metropolitan Planning Organization's (CAMPO) Transportation Improvement Program (TIP). CAMPO, which is also governed by Title VI, provides a process for early consultation and public involvement to citizens, affected public agencies, and representatives of transportation agencies, private providers of transportation, other interested parties, and local jurisdiction concerns. CAMPO presents all key issues to its technical committees. This process provides RTA with an opportunity to acquire additional information that can be used to address Title VI considerations during the planning process going forward, which is continuous, coordinated and cooperative.

In addition, public hearings are also held on the Long-Range Transportation Plan and TIP prior to adoption by the CAMPO. The public involvement process is as follows:

- Once annually, the Transit program will develop a Program of Projects proposed to be funded with federal funding. This Program of Projects will be incorporated into the TDP. Comments received on the TIP during the City's public participation process for the TDP will be reviewed by city staff and any appropriate revision will be made to the TIP at that time.
- The Program of Projects will then be incorporated into TIP and submitted to CAMPO for consideration.
- CAMPO will then complete a public involvement process that includes consulting with technical and citizens committees, holding a public hearing and final adoption.
- Public comments received regarding the Program of Projects or TIP will be considered by the RTA throughout the adoption process and incorporated into final programs.

## **Wake Transit Plans: 10-Year Capital and Operating Plan and Short Range Bus Plan**

The purpose of the 10-Year Capital and Operating Plan and Short Range Bus Plan is to identify ways to increase mobility in the Capital Area in the short and long term. The plans address how an improved bus transit system can accommodate and serve the anticipated growth in the Capital Area. Furthermore, they are intended to help identify areas of deficiency and allow for a more streamlined and cost effective system that is easy and safe to use without compromising or adversely affecting any racial group or populations.

### ***ADA Specialized Services***

The City of Raleigh ADA program provides subsidized curb-to-curb transportation service from origin to destination through participating vendors within a 3/4 mile boundary of GoRaleigh's fixed routes. A person must be at least 13 years old to participate in the program without being accompanied by a guardian/Personal Care Attendant (PCA). Paratransit service is available depending on eligibility. Paratransit customers are individuals who qualify for Paratransit services as described below.

ADA Trips are eligible for Paratransit service only if the trip begins and ends within 3/4 miles of GoRaleigh fixed route bus service. Other eligibility requirements may apply. ADA service provides a high level of discount for trips that are eligible (no more than double the cost of the city bus fare). Service animals (e.g. a guide dog) ride at no additional charge but must be properly controlled. They must ride on the floor, or, if appropriate, on the lap of the customer. They may not use vehicle seats. Customers are responsible for the behavior and hygiene needs of their animals. Service can be refused or discontinued if a service animal is seriously disruptive.

ADA Paratransit service is reviewed from a Title VI/Environmental Justice point of view to ensure that it is equitably applied and administered. GoRaleigh's ADA service is for persons with disabilities, who are unable to negotiate the GoRaleigh fixed route system. RTA certifies passengers as eligible through a two-part application process (client and doctor). RTA measures this service by monitoring on-time performance, customer complaints per 1,000 passengers, accidents per 10,000 miles and adherence to 0% trip denial requirement.

### **Service Monitoring and Reporting**

GoRaleigh's standards and policies provide benchmarks to ensure that service design and operational practices do not result in discrimination on basis of race, color, or national origin. GoRaleigh performs ongoing monitoring and evaluation of the existing service and analyzes the performance of the system across all service types. Monitoring procedures for applying the standards and policies can be found in a document titled "GoRaleigh Title VI Service Monitoring Procedures". Results of the analysis (Service Monitoring Report) will be submitted triennially (in conjunction with the Title IV Program Update submission) to the FTA.

In accordance with FTA Circular 4702.1B, the Service Monitoring Report must be reviewed and approved by the Board and included in the next Title VI Program Update.

***Disparate Impact Policy - Transit Service Levels and Quality of Service***

Levels and quality of service will be analyzed regularly for potential disparities. Specific analysis of potential discrepancies on the basis of race, color, or national origin will be applied to the results of transit service monitoring. The Raleigh Transit Authority's service standards and policies are reviewed regularly to ensure equitable transit service to all persons in the City of Raleigh and Wake County. All persons are encouraged to participate in the public comment process for the Title VI Program Update.

Failure to exactly comply with all elements of this policy shall constitute a failure of public process, thus rendering any actions or decisions invalid.

## **Section 7**

### **Data Collection and Reporting**

## GoRaleigh Demographic Profile

The following maps and charts present a profile of the demographics of the GoRaleigh system, along with key system layers of the GoRaleigh transit system. All data is sourced from the Census American Community Survey (ACS) 5-Year estimates, 2014-2018. Data is examined at the Census Block Group level. GoRaleigh's service area is defined as those Census Block Groups that lay within one-third of a mile of a GoRaleigh bus route. Maps display all Census Block Groups within Wake County. For a breakdown of demographic data for minority and low-income populations, see Table 1.

## Minority Population

Figure 1 shows the GoRaleigh system including planned BRT routes along with transit activity generators such as schools and hospitals.

Figure 1 - GoRaleigh Transit System

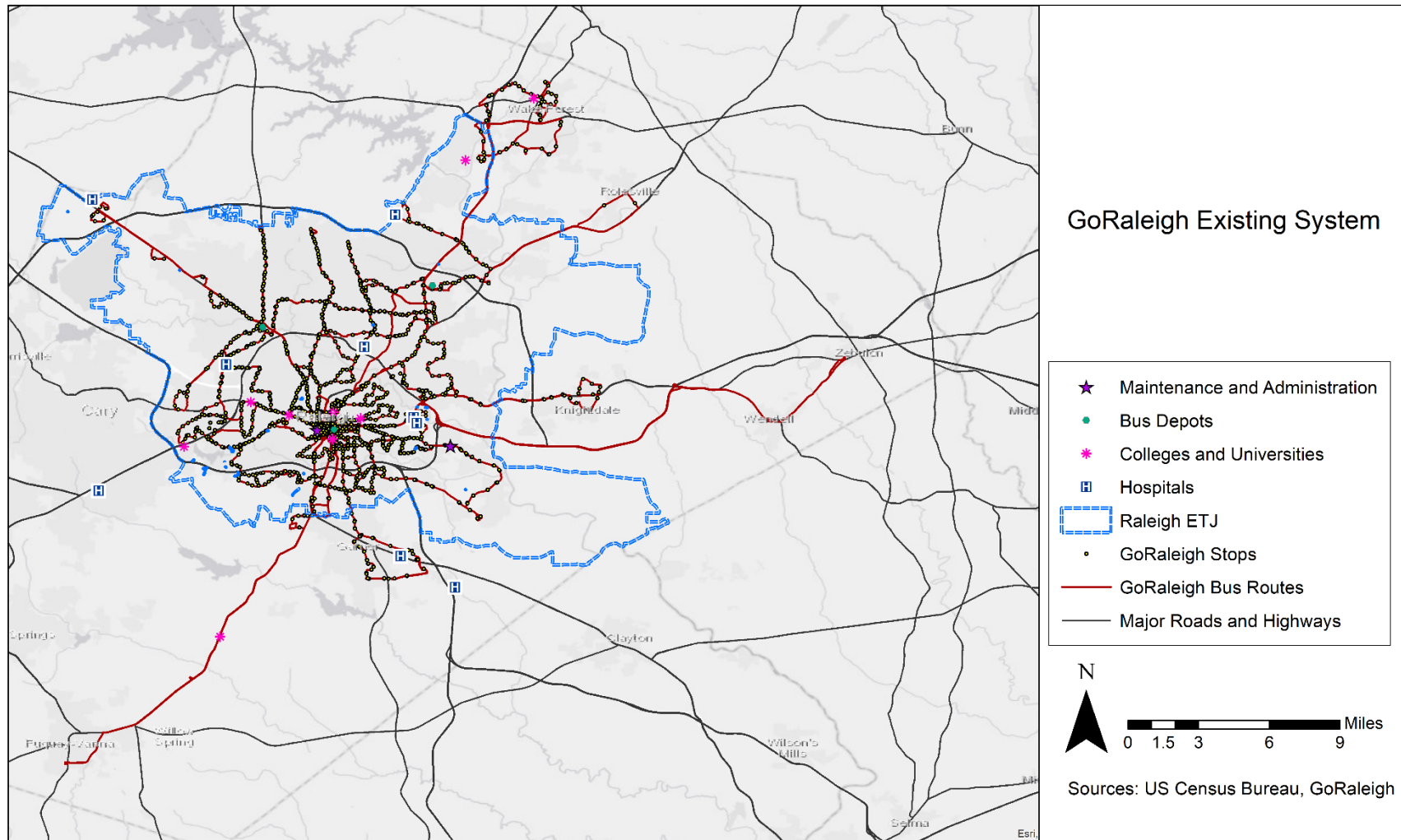
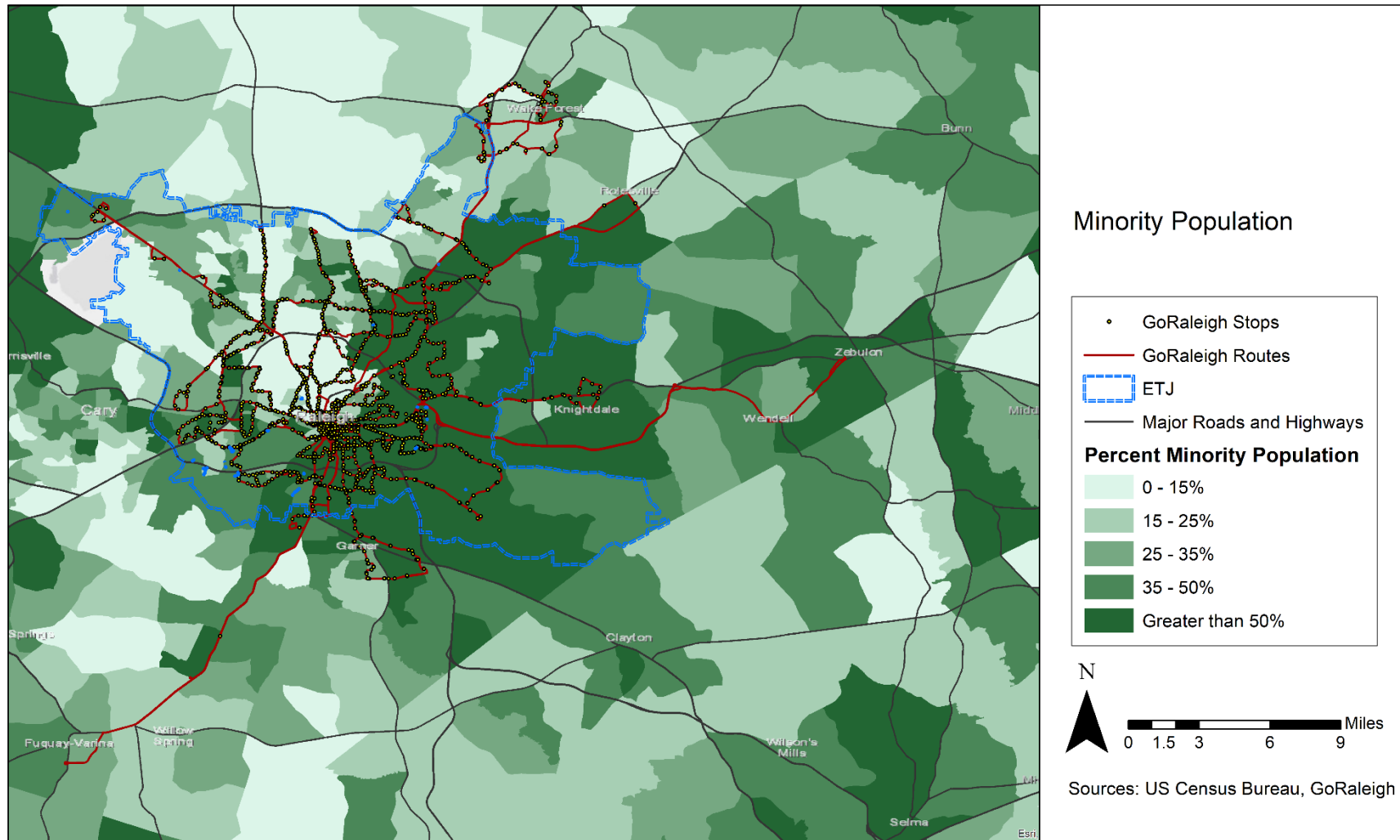


Figure 2 shows Census Block Groups displaying the minority population (defined as the total population excluding the White, non-Hispanic population). The highest concentrations of minority populations are near the east of downtown and the western portion of Wake County.

Figure 2 - GoRaleigh Service to Minority Populations



Census Block Groups with a minority population that exceeds GoRaleigh's system average (44.4%) are on the western central border of Wake County and dispersed to the east and northeast of downtown Raleigh shown in Figure 3.

Figure 3 – Minority population greater than system average

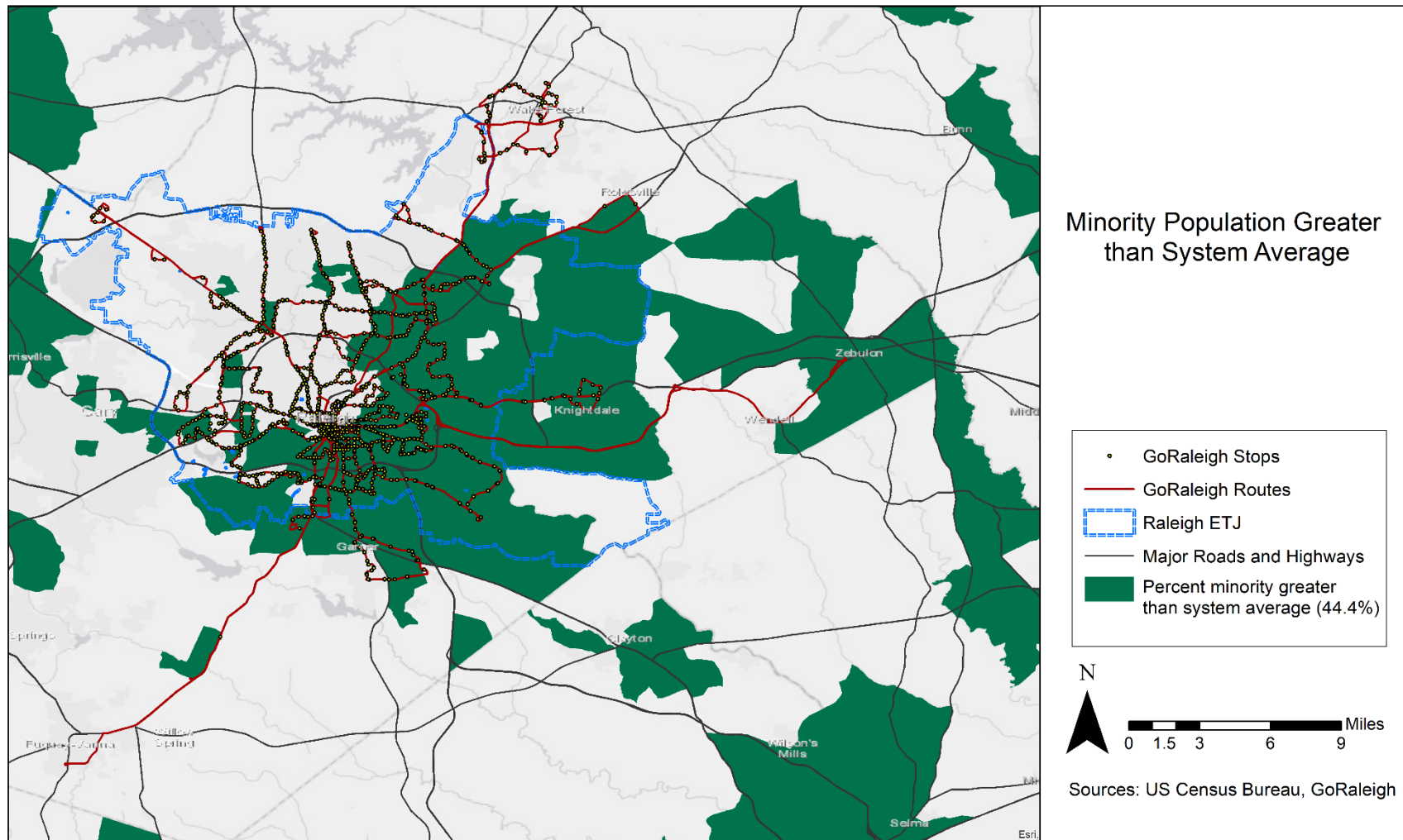
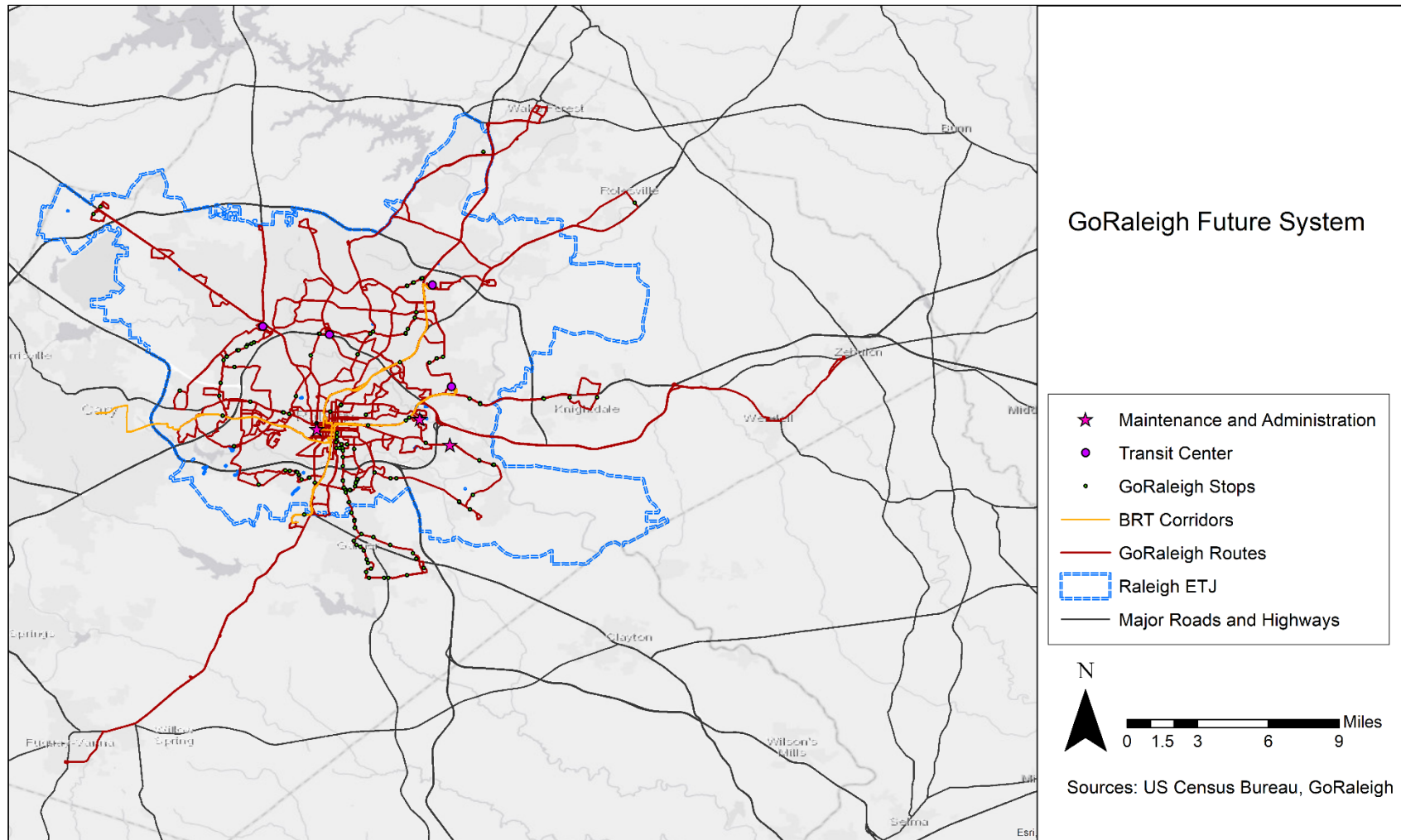


Figure 4 shows the planned route network for 2027, including Bus Rapid Transit (BRT) corridors, as well as transit facilities that were recently replaced, improved, or are scheduled for an update.

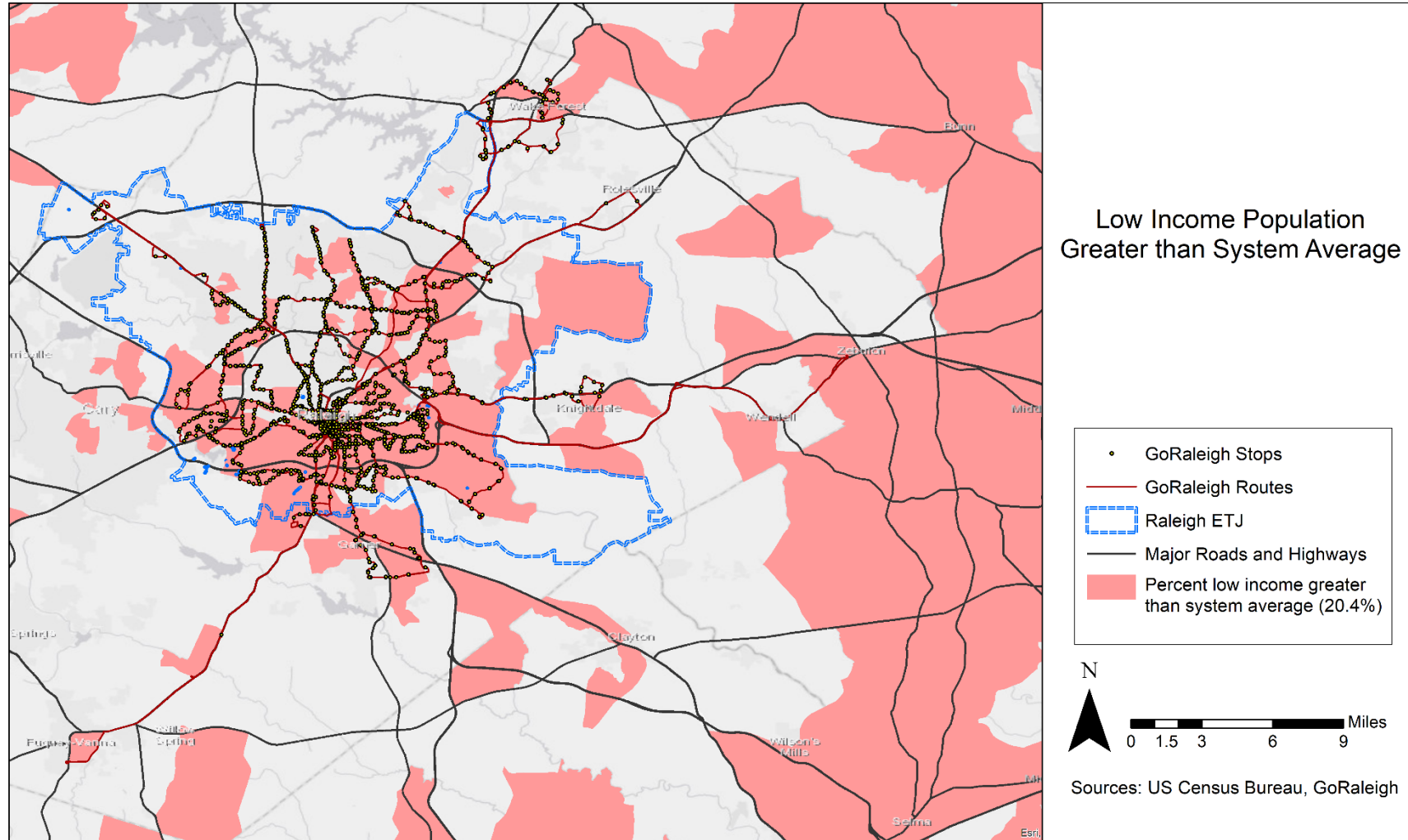
Figure 4 - GoRaleigh Future System



## Low-Income Population

Low-income population is defined as households with an income level under 150% of the Federal poverty level . Figure 5 displays Census Block Groups with a low-income population below GoRaleigh's system average of 20.4%, which are concentrated around downtown Raleigh and also occur in the southern and eastern parts of Wake County.

Figure 5 - Low-income population greater than system average



*Table 1 - Demographic Profile*

		Wake County		City of Raleigh		GoRaleigh System	
		Total Numbers	Total Percent	Total Numbers	Total Percent	Total Numbers	Total Percent
Population	Total	1,046,558		457,159		633,531	
Minority	All Minorities	415,361	39.7%	213,294	46.7%	281,147	44.4%
	Black or African- American	212,597	20.3%	132,492	29.0%	171,028	27.0%
	Asian	69,931	6.7%	20,514	4.5%	23,679	3.7%
	Native American	3,675	0.4%	1,662	0.4%	2,084	0.3%
	Hawaiian Native and Pacific Island	434	0.0%	304	0.1%	314	0.0%
	Hispanic	105,361	10.1%	50,130	11.0%	71,246	11.2%
	Other (including 2 or more races)	71,712	6.9%	34,967	7.6%	48,613	7.7%
Non-minority	White, non-Hispanic	631,197	60.3%	243,865	53.3%	352,384	55.6%
Income	Total population for whom poverty status is determined	1,024,221		437,586		612,581	
	Below 150% of Poverty Level	167,609	16.4%	95,512	21.8%	124,927	20.4%
Sources: US Census Bureau, American Community Survey 5-year Estimates (2014-2018), Table B02001, "Race."; Table B03002, "Hispanic or Latino Origin by Race."; Table C17002, "Ratio of Income to Poverty Level in the Past 12 Months."							



## An Onboard Survey of GoRaleigh Customers

2019

*A study conducted by:*



*In Conjunction with:*



## **Project conducted by:**

- Hugh M. Clark, Ph.D. Project Director
  - Ronny Kraft, Sampling and Manager of Data Collection
  - Deanna Byrd, Assistant supervisor, Data Collection
  - Navo Emmanuel, Data analysis
  - Katie Maloney, Analysis, charts, and editing

# **An Onboard Survey of GoRaleigh Customers**

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## Executive Summary

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## Introduction

In early October 2019, CJI Research conducted an onboard survey of GoRaleigh customers. The GoRaleigh survey includes 1,123 responses and has a margin of error of +/-2.9% at the 95% level of confidence.

The 2019 survey is intended to provide a baseline for comparison to later annual surveys.

### PERCEPTION OF MAJOR SERVICE IMPROVEMENTS

- The survey obtained customer ratings of overall GoRaleigh service and nineteen specific elements of service. A seven-point scale was used, on which a score of 1 means very poor, and 7 means excellent. The percent rating GoRaleigh service overall as 7 is 27%. Another 21% rated service as 6 on the same scale, meaning that the total rating service as excellent or very good is 48%.
- Top rated elements with scores of 6 or 7 include:
  - Usefulness of printed information (60%)  
Fare medium options (59%)
  - Bus operator courtesy/helpfulness and usefulness of telephone operators (56% each)
- Three operational aspects of service with more than 50% of customers giving the two top scores of 6 and 7 deserve note:
  - Weekday service frequency (53%)
  - Weekday service hours (52%)
  - Ease of transfer within the GoRaleigh system (51%)
- There was a slight decline in the overall top score of service (6, and 7 on the 7 point scale. This change appears to be directly related to the increased extent to which customers are also using ridesharing.
- When asked to rank areas for improvement:
  - "Buses running on time" is by far the most frequently cited aspect of service to improve. It was cited by 44% of customers as first, second, or third most important to improve among the nineteen specific aspects of service examined. The 44% represents a major decrease in concern with this since 2018 when 64% put ontime performance (OTP) as one of the top three. This change is probably related not to a change in OTP which remained constant, but to increased service on the high frequency network.
  - Second most important in this sense is "Total average trip time" (23%)
  - Third – Weekday service frequency and Saturday service frequency (22% each).
  - Fourth most important to improve was Sunday bus hours (21%)
- Another way to consider service improvement priorities is to examine the correlation of each aspect of service with the overall service rating. That technique identified six priorities that are used by virtually all customers and would have a significant impact on the overall GoRaleigh service rating: Total average time to make a trip, buses running on time, and service to all destination desired (coverage). In addition, it identified three services that are used by most but not all customers that would also have a significant impact: Saturday and Sunday service frequency, and Saturday service hours.
- GoRaleigh has important economic impact. Trip purpose is primarily oriented to employment (64%) and School/College (13%), and many other customers also use GoRaleigh for shopping (7%).

- Demographics
  - GoRaleigh provides a key support for employment and education. Of all GoRaleigh customers, 53% are employed full time and another 22% part time. Another 21% are students, for a total of 96% of customers being employed or students.
  - 61% of GoRaleigh customers identify themselves as African-American, 22% identify themselves as Caucasian/White, 6% Hispanic, 6% Asian, 2% Native American, and 4% “Other.
  - Like most bus systems in the United States, the ridership of GoRaleigh is young, with 48% younger than thirty-five.
  - Similar to the ridership of many bus systems, many GoRaleigh customer households report that they have extremely low household incomes. In this survey, 35% report income of less than \$10,000 and only 13% report household incomes of \$50,000 or more.
  - Customers are quite transit dependent, with 78% reporting that they have either no vehicle or no licensed driver (or neither) in the household.
- Travel characteristics
  - 39% of GoRaleigh customers say they are using GoRaleigh more often than in the previous year and 17% say they began riding only in 2019. Only 9% say they are riding less often now.
  - When using other systems in the Triangle Region, GoRaleigh customers are more likely (21%) to use GoTriangle than the other systems.
- Ridesharing
  - 52% have used Uber or Lyft at least once in the thirty days prior to the survey.
  - Of the 52% using Uber or Lyft in the previous thirty days, 60% (31% of all GoRaleigh customers) used Uber or Lyft to replace a GoRaleigh trip.
  - Of that 52% who have used Uber or Lyft, 46% (or 24% of all customers) have used them as part of a GoRaleigh trip.
- Fare media
  - The largest percentage of GoRaleigh customers (37%) boarded with a day-pass purchased either on the bus (23%) or ahead of time (14%).
  - Twenty-three percent (23%) paid their fare in cash.
  - Thus, combining the cash fare and the day-pass purchase on the bus, a total of 60% make a fare transaction on the bus
  - 39% make a prior pass purchase or use a free pass such as GoPass or a university ID, thus avoiding the delay of conducting a transaction while boarding.
- Mobile Communication
  - A transit app has been downloaded by 59% of GoRaleigh customers.
  - This represents a dramatic increase in adoption of this app in only one year, from 37% in 2018 to 59% in 2019.

## Introduction and Methodology

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## Background

As part of a regional customer satisfaction measurement program, CJI Research, LLC conducted a survey of customers onboard GoRaleigh buses from October 23 - 26, 2019. Similar surveys were conducted during the previous three weeks with customers of GoTriangle, GoCary, and GoDurham.

The questionnaire used in the survey was initially developed by Hugh Clark of CJI Research, LLC refined a coordinating committee from GoTriangle and CAMPO led by Elizabeth Raskopf of GoTriangle, the agency coordinating the multi-system project. The committee included representatives of all four transit agencies and CAMPO. GoRaleigh staff provided additional input.

## Methods: How the Survey Was Conducted

### SAMPLE

A random sample of runs was drawn from a list of all GoRaleigh runs. This initial sample was examined to determine whether the randomization process had omitted any significant portion of the GoRaleigh system's overall route structure. The sample was adjusted slightly to take any such omissions into account.

Survey data collection occurred onboard the buses. On the bus, survey staff approached all customers rather than a sample. The only exception was that customers who appeared younger than sixteen were not approached, both for reasons of propriety and because children are typically unable to provide meaningful answers to several of the questions.

Because all customers were asked to participate rather than a sample of customers on the bus, there was little or no opportunity for a survey staff member to introduce bias in selection of persons to survey. In effect, a bus operating within a specified window of time became a sample cluster point in a sample of such clusters throughout the total system.

The GoRaleigh survey includes 1,123 respondents and has a margin of error of +/-2.9% at the 95% level of confidence. When the distribution of responses is other than 50:50 on a specific question, the sample error for a given sample size decreases somewhat. If a sub-sample is used, sample error increases somewhat. However, with an overall sample of more than 1,123 respondents, this would affect the findings only in a few circumstances in which only small sub-segments of the ridership were being examined separately.

Although this sample is sufficient to support an overview of the ridership as a whole, it is not large enough to be broken down at the route level. The design of the total regional study of the four area systems (GoRaleigh, GoTriangle, GoRaleigh, and GoCary) calls for conduct of a large sample in one subsystem every three years. GoRaleigh's was completed in 2018, large samples of GoTriangle and GoCary riders were conducted in 2019 and the large sample of GoDurham will be conducted in 2020.)

### DATA COLLECTION

Temporary workers from the Greer Group Inc., Quality Staffing, and Robert Half, Inc. of Durham and Raleigh, NC were trained to administer the surveys under the supervision of CJI Research, LLC staff. Surveyors wore smocks identifying them in large print as "Transit Survey" workers. This uniform helps customers visually

understand the purpose of why an interviewer would be approaching them, thus increasing cooperation rate.

In most cases, the survey personnel met the bus operators at the beginning of their shifts and rode the buses throughout the driver's assignment. In a few cases, in order to assure broader coverage of certain routes, surveyors rode partial runs and then transferred to another route or run.

The questionnaire was self-administered. Survey personnel handed surveys and a pen to customers and asked them to complete the survey.

At the end of each sampled trip on a given run, the survey personnel placed the completed surveys in an envelope marked with the route, the run, the time, and the day and reported to the survey supervisors who completed a log form detailing the assignment. A total of 308 trips were sampled and recorded in this manner.

## PARTICIPATION RATES

Completion Rates on GoRaleigh Onboard Survey, 2019			
<b>A total of 3,309</b>	<b>adults (16 years old or older) were riding during the surveyed trips and had a chance to participate</b>		
Of this total...	719	said they had already completed the survey	25%
thus,	2,590	had not yet completed the survey	78%
and	1,268	of those who had not yet completed the survey refused outright	49%
and	71	customers spoke a language other than English or Spanish	3%
thus	1,251	accepted the survey form with the apparent intention of finishing it	48%
<b>Thus, these 1,251</b>	<b>customers represent, the total "effective distribution," i.e., the raw sample</b>		
Of these...	128	accepted the survey form but did not complete it on the bus	14%
and	1,044	completed the survey on the GoRaleigh bus	86%
	79	completed the survey and returned it to an operator on another bus	1%
Finally:	1,123	returned useable survey questionnaires. They comprise the base sample	90%
Of all adults riding on a surveyed vehicle, including those who had already completed the survey, this represents:			34%
Of all adults riding on a surveyed vehicle who had not yet completed the survey, this represents:			43%
Of all the customers on sampled trips who accepted a questionnaire, this represents:			90%

Of the 1,123 GoRaleigh respondents:

- 1,112, or 99% of the sample completed the customer satisfaction questions
- Only 11 respondents, or 1%, failed to complete 20 or more responses
- 855, or 76% completed all questions in the survey.
- Another 146, or 13% completed all but the final question, household income, which always has a high refusal rate
- 1,001 therefore completed all questions or all but the income question
- This means that 89% of the sample answered 98% of the questions

In the analysis, those who did not respond to a question are eliminated from the computation of percentages and means unless there was a way to infer the response. For example, if a rider gave as a trip purpose *getting to or from school*, it was apparent that this was a student, and that employment could be coded as "student," even if the respondent had not responded to the employment question.

## QUESTIONNAIRE

The questionnaire was self-administered. It is reproduced in Appendix A.

The questionnaires were serial numbered so that records could be kept for the route and day of the week on which the questionnaire was completed. This is a more accurate method than asking customers which route they are riding when completing the survey.

The survey is printed in English on one side and in Spanish on the other. In the survey of GoRaleigh customers, 77 customers, or 7% of the effective final unweighted sample identified themselves as Hispanic, but only 25, or 2% of the completed questionnaires were completed in Spanish. Stated in another way, only one-third (33%) of the customers identifying themselves as Hispanic completed the survey in Spanish.

## ANALYSIS

Analysis consists primarily of crosstabulations and frequency distributions. Tables were prepared in SPSS, version 26 and charts in Excel 2016. The GoRaleigh survey will be archived by CJI Research, LLC so that it will be available for further analysis as needed.

With a few exceptions, all percentages are rounded to the nearest whole number. In a few cases, when this could have caused important categories to round to zero, or when comparisons between charts would appear inconstant if tenths were not included, percentages are carried to tenths. Rounding causes some percentage columns to total 99% or 101%. These are not errors and should be ignored.

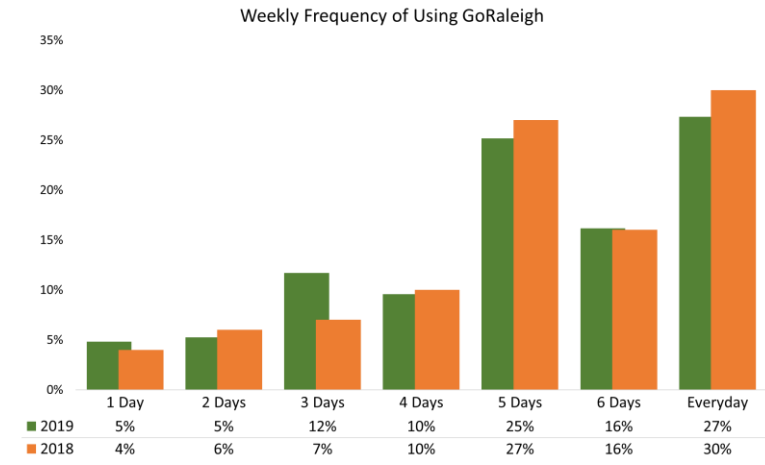
## Rider Profile

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## Frequency of Using GoRaleigh

Riders were asked on how many days in a typical week they use GoRaleigh. For purposes of further analysis, the customers are grouped into three sets, or "segments," depending upon how frequently they use

**Figure 1 Frequency of Using GoRaleigh**



GoRaleigh. We refer to them as:

- One- to three-day: Those who use GoRaleigh one, two, or three-days a week (22%)
- Four-to-five-day: Those who use GoRaleigh four- or five-days a week (35%)
- Six-to-seven-day: Those who use GoRaleigh six-or-seven-days a week (43%)

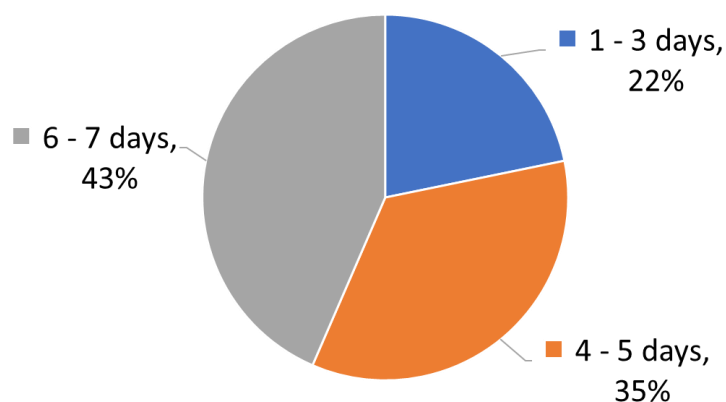
Why segment the sample in this manner? The frequency of using public transit is the most basic differentiating characteristic within the ridership. Understanding the ridership in groups rather than as a monolith is generally useful to those

involved with planning or marketing.

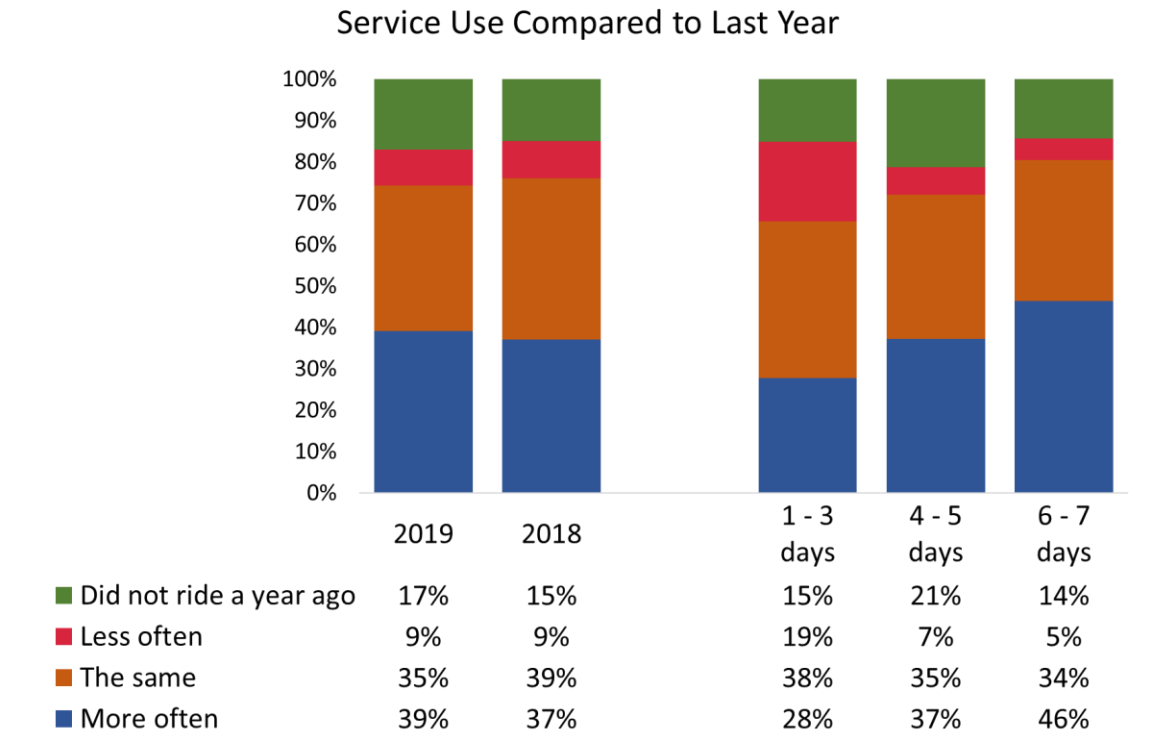
Other breakdowns may also be of interest, and by request such breakdowns can be provided quickly because the survey data is maintained live to meet such requests. Such breakdowns might include level of dependency on transit, trip purpose, or demographics such as age or income. All are easily available on request.

**Figure 2 Compressed Measure of Frequency of Using GoRaleigh**

Weekly Frequency of Using GoRaleigh



**Figure 3 Compared to a Year Ago, Do You Ride More Often, Less Often or the Same?**



### Riding Frequency Compared to a Year Ago

Overwhelmingly, respondents say that they are riding either with same frequency (35%) or more often (39%) than a year ago, and 17% say they are new riders. Only 9% say they are riding less often. The four-to-five-day riders are the most likely to be new riders (21%), while the most frequent riders are more likely (46%) than the other segments to say they are riding more often.

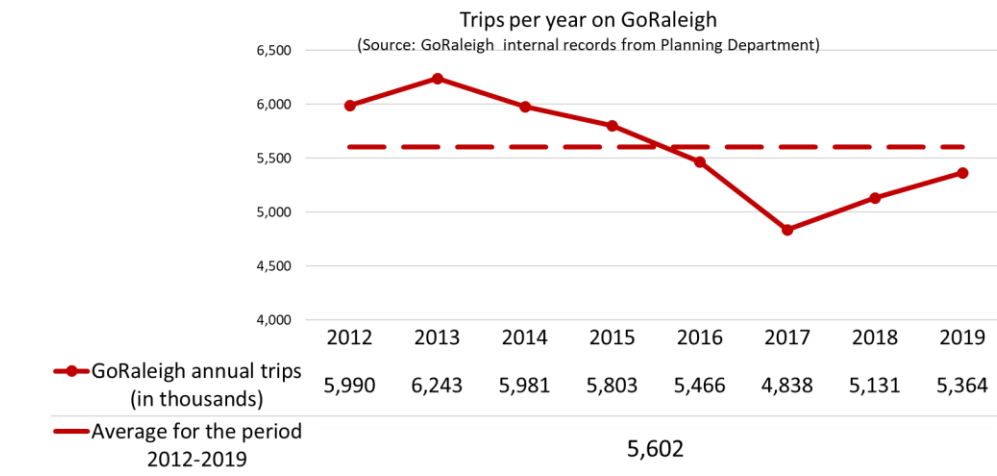
Change in this regard since 2018 has been minimal and is within the margin of sample error.

The percentages each year saying they had not been GoTriangle riders in the previous year might lead one to conclude that there was a massive increase in ridership. That is not the case as figures on the following page will show. Thus, we must conclude that there is a great deal of turnover within the ridership. In turn this suggests that one key, and perhaps the best opportunity for increasing ridership, is to increase rider retention. Unfortunately, we do not know from these results what percent ceased riding GoTriangle entirely between 2018 and 2019, nor is there any simple means of accessing former riders in a systematic manner<sup>1</sup>.

What can be done with the 2019 survey data, however, is to create tables that isolate those who say they are new riders, those who say they are riding more, and all others, comparing their demographics (age, employment, etc.) their use of ridesharing, and other factors, for example. This can be done at no cost upon request from GoRaleigh.

<sup>1</sup> It would not be a random or representative sample, but it could be useful to use a systematic social media survey to gain input from former GoTriangle riders. This could provide data which, though not projectable to the population, could show contrasts between former and current riders.

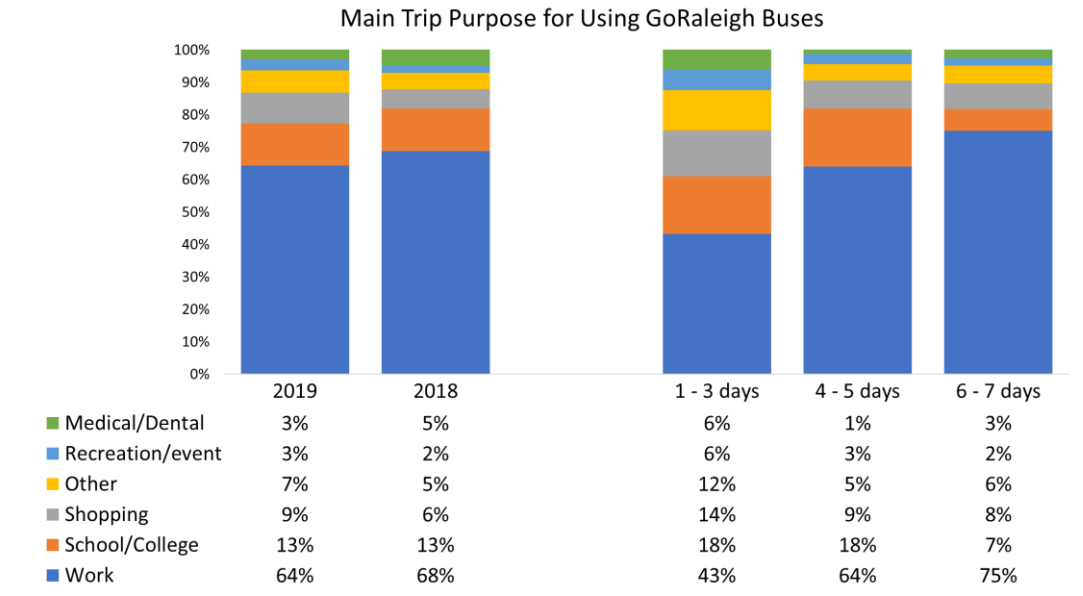
**Figure 4 Ridership Statistics from GoRaleigh, 2012 - 2019**



How do the survey data relate to the actual ridership data provided by GoRaleigh? With the caveat that we cannot directly infer changes in overall ridership from survey data, the survey responses among current riders are consistent with the recent ridership increase.

GoRaleigh ridership saw a long decline from 2012 to 2017 followed by a 4.5% increase from 2017 to 2018 followed by another 4.4% increase from 2018 to 2019. A net ridership increase, like that reported in Figure 4, consists of pluses and minuses. Pluses include a combination of new riders and riders using GoRaleigh more often, minus riders using it less often and those who have ceased riding entirely.

**Figure 5 Trip Purpose**



### **Trip Purpose: Use of GoRaleigh for Various Purposes, by Segment**

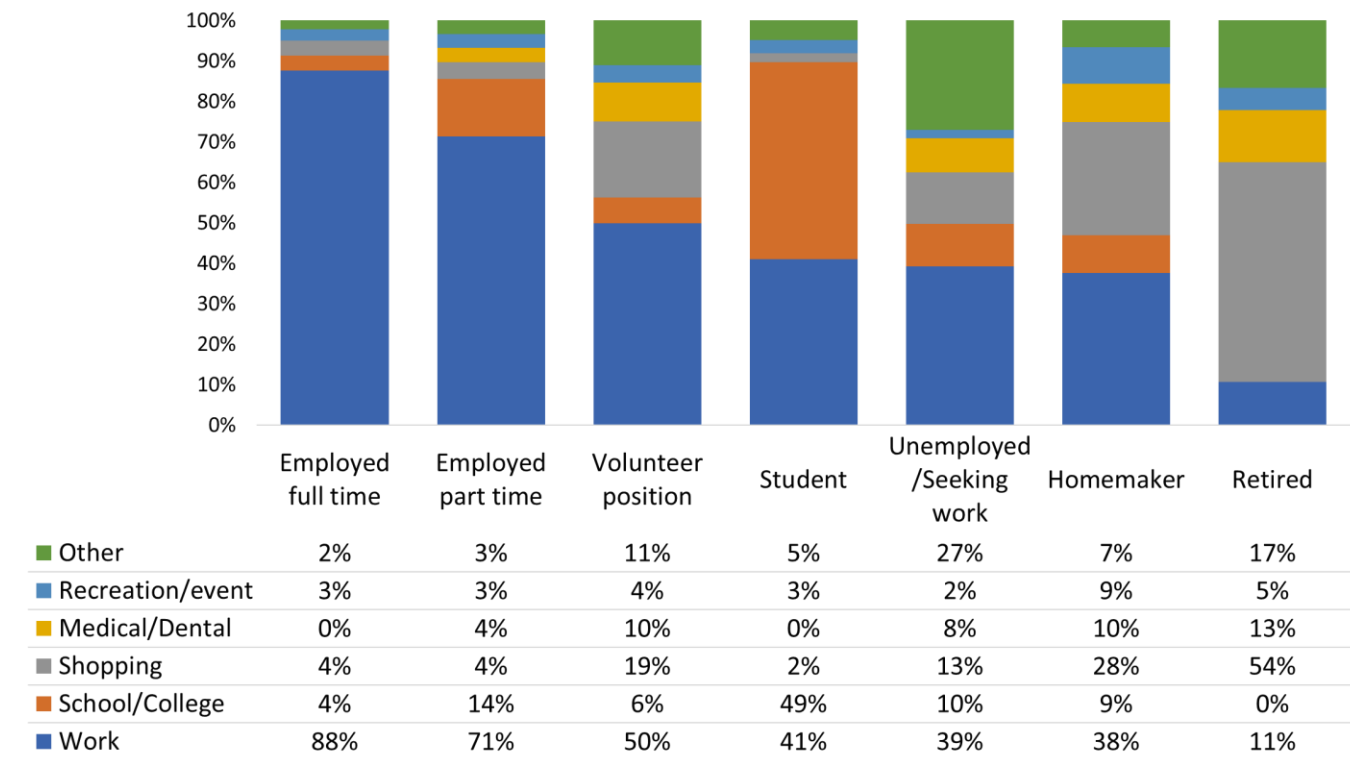
Customers were asked to name the single main purpose for which they use GoRaleigh.

- Getting to or from work is the primary trip-purpose, with 64% of customers citing that as their most frequent trip purpose.
- School and college trips make up another 13% of trips. Thus, GoRaleigh is carrying a large proportion of its customers (77%) for either work or school trips, an indication of its economic impact through the labor force.
- Another 9% of the customers indicate that they use GoRaleigh to make shopping trips, a set of trips with immediate economic impact.
- Medical and recreational trips account for 6%

Three-fourths of the six-to-seven-day riders (75%) and almost two-thirds of the four-to-five-day riders (64%) had made work-trips. The one-to-three-day a week riders are more likely than the other segments to have used GoRaleigh for each of the non-work purposes. It is interesting, however, that even among these least frequent customers, work trips are common (43%). They must either be working part-time or using different modes on different days.

**Figure 6 Employment and Trip Purpose**

Trip Purpose by Employment, GoRaleigh

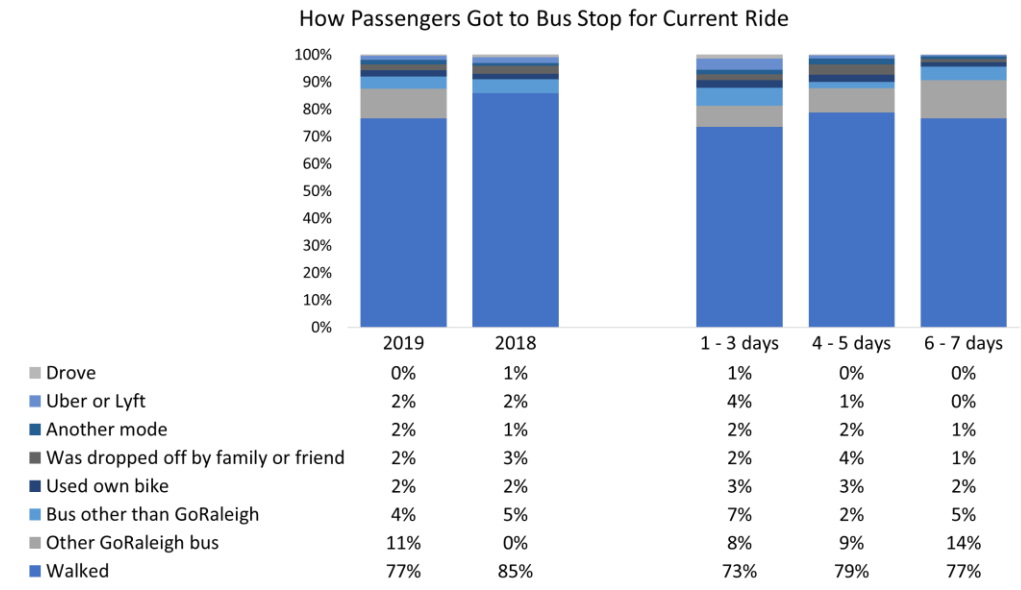


## Employment and Trip Purpose

That employment would be closely related to trip purpose is self-evident. However, there are some variations. As expected, 88% of those employed full time use GoRaleigh to go to or from work, while 71% of part-time workers are headed for work. However, another 4% of full time and 14% of part time employed riders are headed for school. This is not too surprising since we know that many students also work.

Less expected is that 39% of those who say they are unemployed say they are going to or coming from, work. Probably they are in temporary jobs of some sort while looking for work and consider themselves to be unemployed. Similarly, 11% of retirees say they are making a work trip, probably working part time but still considering themselves to be primarily retired. Many homemakers too (38%) say they are going to work. Possibly they are working part time but consider homemaker to be their main occupation. Students, as expected, are going either to work (41%) or to school (49%).

**Figure 7 Mode to the GoRaleigh Bus Stop**



## Mode to the Bus Stop

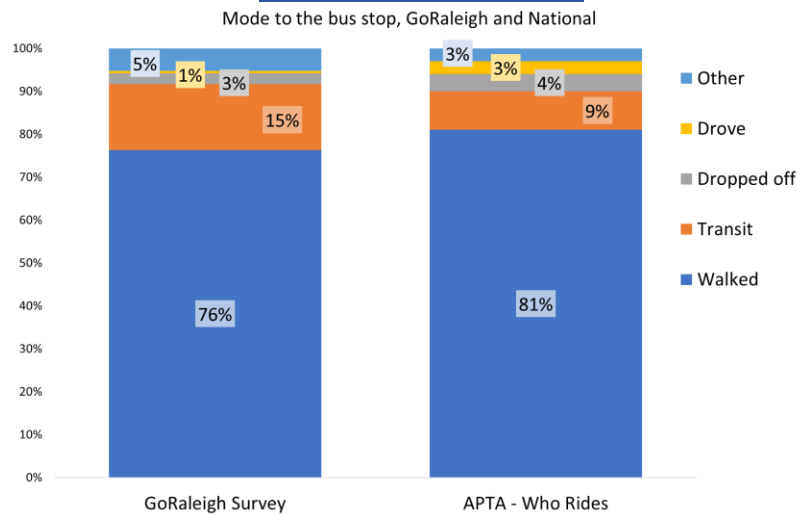
In 2019, most GoRaleigh customers, 77%, usually walk to their GoRaleigh bus stop. The four to five day riders are slightly more likely than the two other segments to walk to their stop. However, the relationship is not strong, and more than 70% of all three frequency segments

walk to their stops.

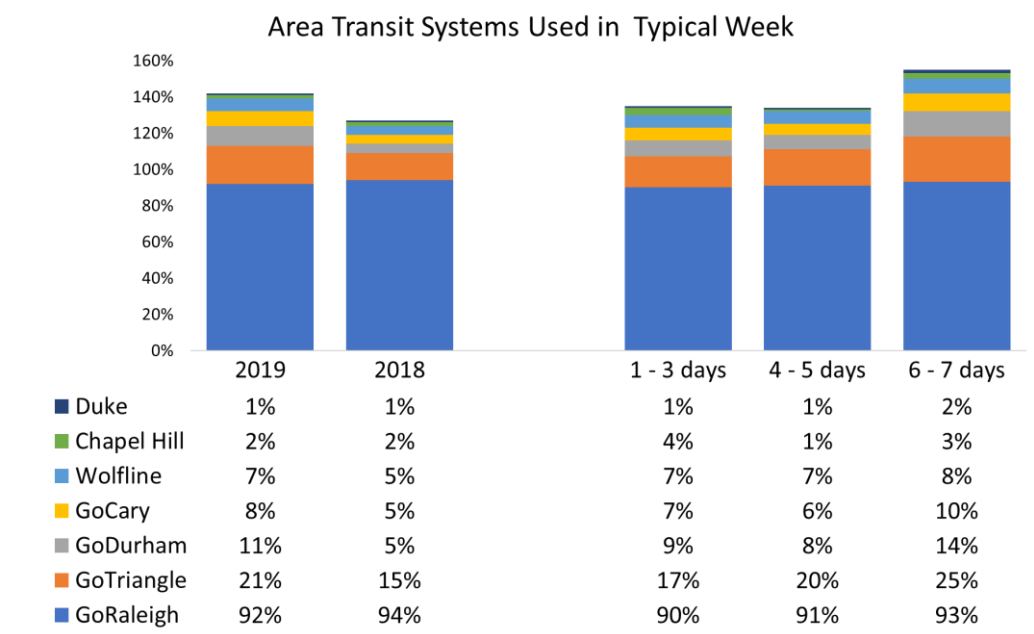
The criteria in the question were changed significantly from 2018 to 2019, a change that makes the comparison of 2018 to 2019 somewhat problematic. In 2018 the question asked about access to the "... first GoRaleigh bus you boarded for this trip." The 2019 survey asked: "How did you get to the stop where you got on this GoRaleigh bus?" This difference accounts for the change in the percent saying they used another bus to get to the stop.

With respect to the mode to stop, GoRaleigh is roughly in line with national norms. Nationally, 81% of bus system riders walk to their stops, while 76% of GoRaleigh riders do so. While 9% of bus riders nationally, use public transit to access the stop, the same is true for 15% of GoRaleigh riders.

**Figure 8 Access Mode – GoRaleigh and Nationally (Go Raleigh Survey and APTA, *op cit*)**



**Figure 9 Bus Systems Used in a Typical Week**



## Use of Area Bus Systems

Respondents were asked which of the transit systems in the region they use in a typical week. Since they can use multiple systems, the sums of the percentages exceed 100% in Figure 9.

As expected, most riders (92%) said they use GoRaleigh in a typical week. Conversely, this suggests that about 8% do not use GoRaleigh in a typical week and were encountered in the survey in one of their multi-system trips, or that they use GoRaleigh only occasionally, and not in a “typical week.”

For all segments in 2019, GoRaleigh customers use GoTriangle more than any other local system (21% overall). As one would expect, given that as we shall see in a later chart, they are less likely to have a personal vehicle available, the six-to-seven-day riders are more likely than others to use multiple systems.

**Figure 10 GoRaleigh Fares at the Time of the Survey**

GoRaleigh Fare Schedule		
	Full Fare	Discounted Fare
Single Ride Fare	\$ 1.25	\$ 0.60
GoRaleigh Day Pass	\$ 2.50	\$ 1.25
GoRaleigh 7-Day Pass	\$ 12.00	\$ 6.00
GoRaleigh 31-Day Pass	\$ 40.00	\$ 20.00
Senior or Youth with ID	Free	NA
GoPass provided by some employers	Free	NA

## GoRaleigh Fares at the Time of the Survey

The table in Figure 10, based on fares posted on the GoRaleigh website<sup>2</sup>, displays the several types of pass media and special fares available at the time of the survey in 2019. In addition to the fares listed, the GoPass is accepted from customers affiliated with certain institutions.

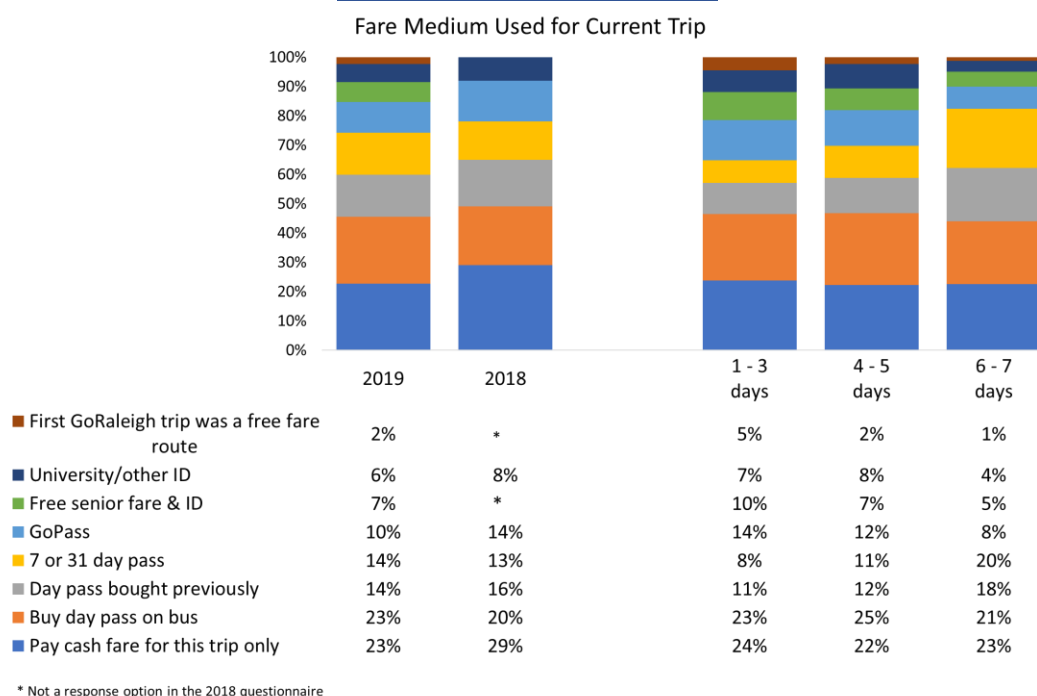
## Type of Fare Used

The largest percentage of GoRaleigh customers (37%) boarded with a day-pass purchased either on the bus (23%) or ahead of time (14%). This was unchanged since 2018. Twenty-three percent (23%) paid their fare in cash. Thus, combining the cash fare and the day-pass purchase on the bus, a total of 46% make a fare transaction on the bus.

The other customers used free or pre-paid passes of some other type. This includes 10% using the GoPass which is free to them, and 8% a university ID, also free to the user. Another 14% used a seven or thirty-one day pass.

Response options “Free-fare route” and “Free senior fare with ID” were added to the survey in 2019. The former was used by 2%, the latter by 7%.

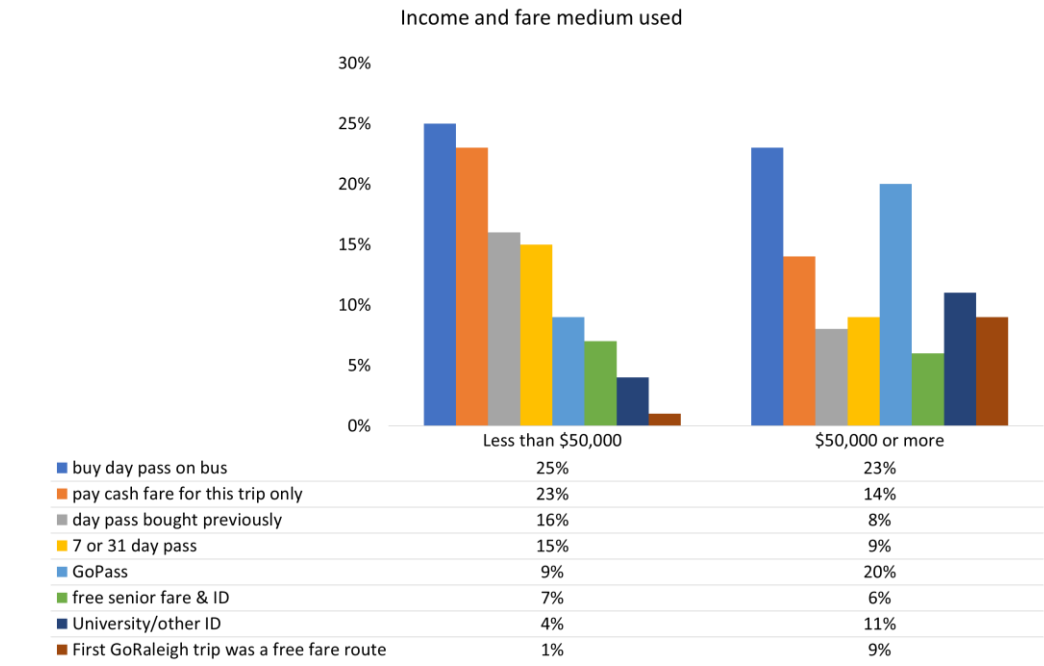
**Figure 11 Fare Medium Used**



The use of cash or on-bus purchase of a day pass were very similar among the ridership market segments. However, the use of pre-paid passes (day pass previously purchased and 7-31 day pass) was greater among the most frequent riders (38%) than among four to five day riders (23%) or one to three day riders (19%).

<sup>2</sup> Source of fare information: <https://www.raleighnc.gov/services/content/PWkTransit/Articles/BusRates.html>

**Figure 12 Income and Type of Fare**

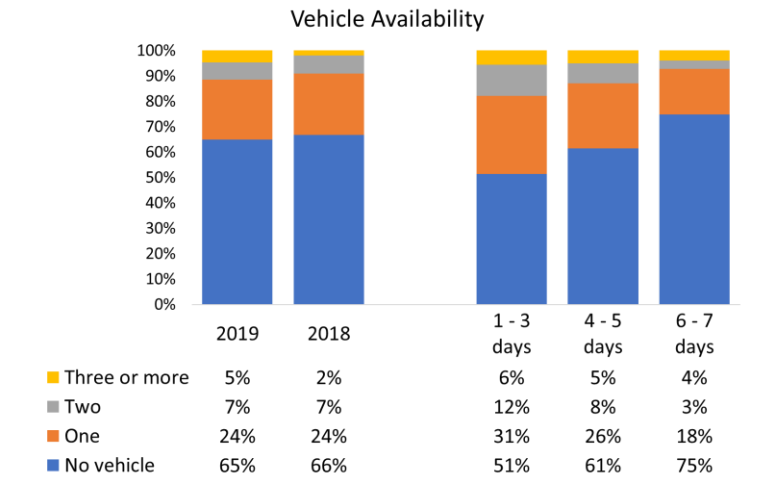


### Income and Fare Medium Used

Differing levels of household income are associated with differences in fare-media choices. Those with incomes under \$50,000 are almost twice as likely to pay cash fares (23%) as those with higher incomes (14%). They are also more likely to purchase either a day pass in advance or a 7 or 31 day pass (total of 31%) compared to higher income customers (17%). They are also much *less* likely than the higher income customers to use a GoPass (9%) or a university ID (4%), compared to 20% and 11%, respectively. Very similar percentages of customers purchased a day pass on the bus, 25% for lower income and 23% for higher income levels.

Overall, 21% of those with incomes under \$50,000 paid no fare when boarding the bus on which they were surveyed, while 46% of those with higher levels of income traveled free. On the other hand, 56% of customer with incomes under \$50,000 took advantage of a discounted fare by using a pass of some type rather than paying cash.

**Figure 13 Availability of a Vehicle**

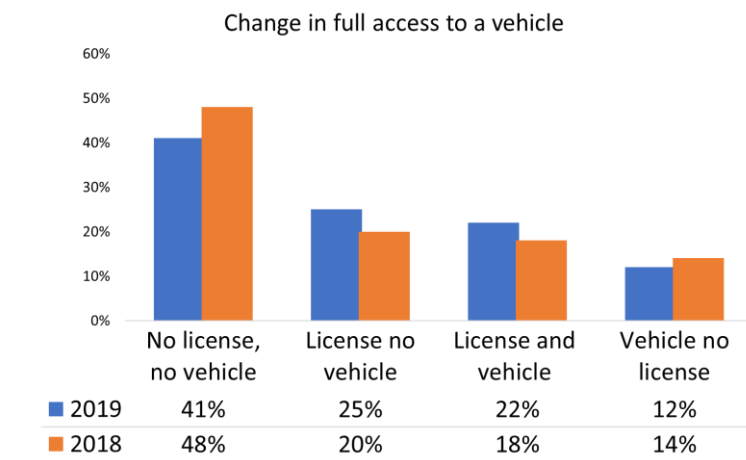


## Availability of a Vehicle

Availability of a vehicle was basically unchanged between 2018 and 2019. The notable difference was in the households with three or more vehicles. Given that there was relatively little change in household income among riders from 2018 to 2019 (see Figure 20, page 310), this is a bit surprising.

Customers who use GoRaleigh one to three days a week are more likely than others to have a vehicle available.

**Figure 14 Aspects of Mode Choice: Having a License and Having a Vehicle**



## Aspects of Mode Choice

Having a choice of local transportation mode depends not only on the availability of a vehicle but also on having a valid driver's license. Figure 13 indicated that there had been very little change in availability of a vehicle.

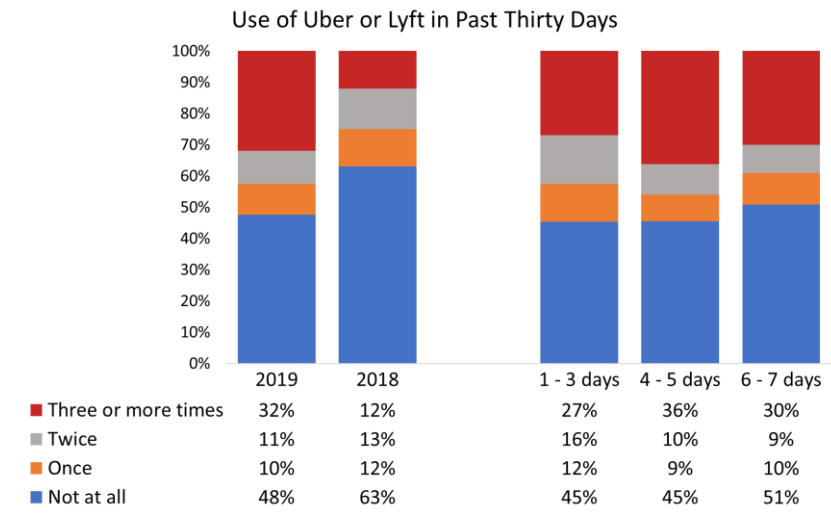
The percent of riders with a driver's license (not shown in the chart) increased by only 2% from 44% in 2018 to 46% in 2019. However, Figure 14 indicates that the percent of riders with both a vehicle and a driver's license increased.

Figure 14 indicates that a large minority of customers (totaling 41%) have neither a vehicle nor a license. This is down from 48% in 2018. At the same time, having both a license and a vehicle rose from 18% to 22%. In at least one other system study (Westchester County, NY), this kind of change was associated with declining ridership, but that is not the case for GoRaleigh.

## Use of Uber or Lyft in past thirty days

Mode choice is no longer simply about owning or leasing a personal vehicle. Since 2015, car sharing has become mainstream. Of all GoRaleigh customers, 48% say they have not used car sharing services in the past thirty days. Conversely, this means that 52% have used one of the car-sharing services, including 10% who

**Figure 15 Use of Uber or Lyft in Past Thirty Days**

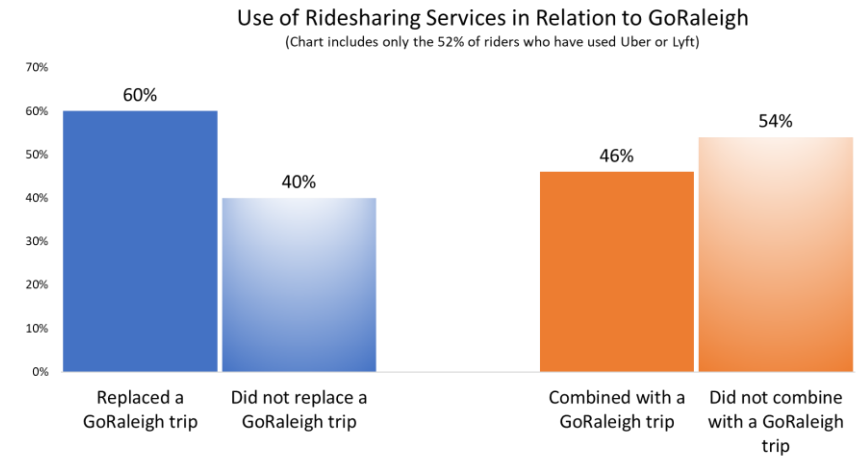


have used them only once, 11% twice, and 32% who have used them three or more times<sup>3</sup>.

Ridesharing has grown rapidly since 2018 with users rising from 37% to 52%, and those using ridesharing three or more times rising from 12% to 32% of riders.

The market segments do not manifest extreme differences in use of ridesharing, but the four to five day riders are more likely than the other segments to have used it three or more times in the previous thirty days.

**Figure 16 Use of Uber and/or Lyft to Supplement or Replace a Trip on GoRaleigh**



## Use of Uber and/or Lyft to Supplement or Replace a Trip on GoRaleigh

How have ridesharing trips interacted with GoRaleigh? Figure 16 provides basic answers.

Of the 52% of GoRaleigh customers who have used Uber or Lyft locally in the past thirty days, 60% say they replaced a GoRaleigh trip with the ridesharing trip. This amounts

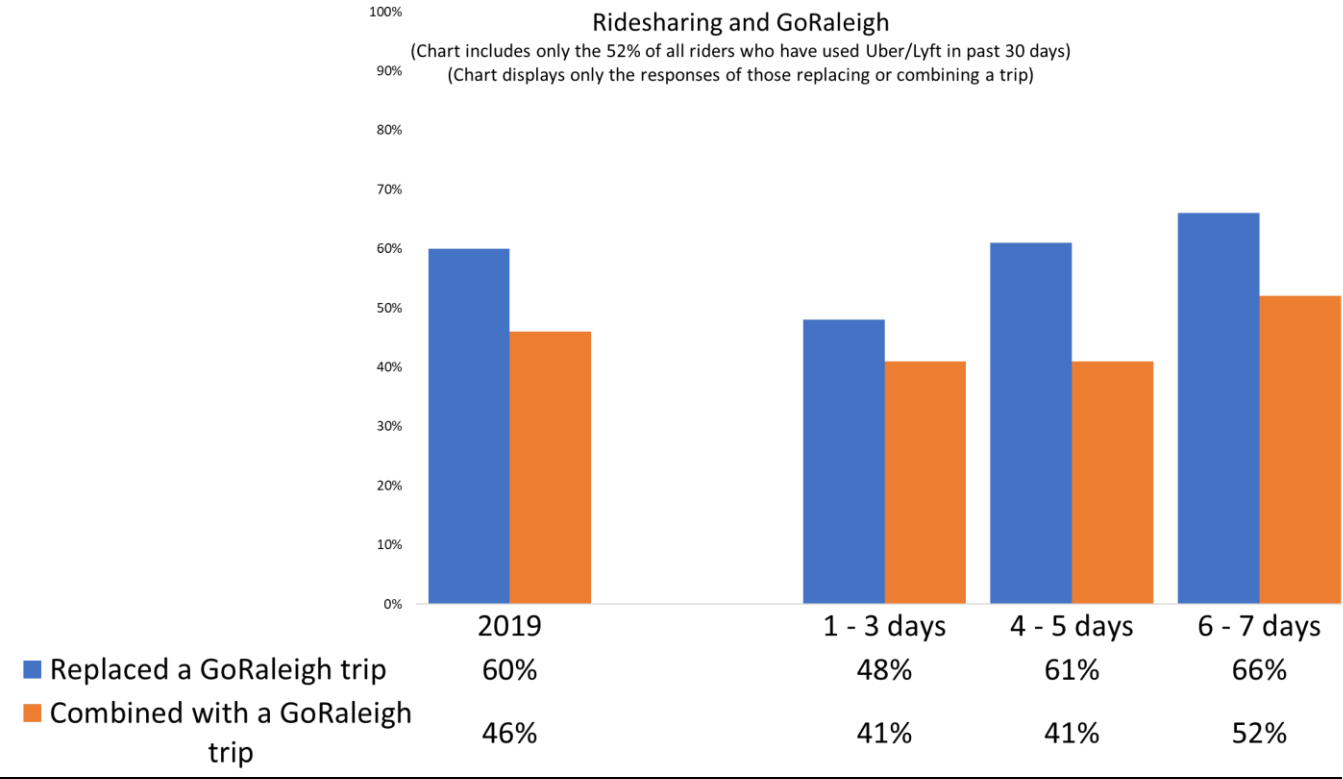
to 31% of all GoRaleigh customers up from 27% in 2018 (i.e. 60% of 52% = 31%).

Of the 52% of customers who have used Uber or Lyft, almost half, 46%, say they combined a ridesharing trip with a GoRaleigh trip. This amounts to 24% of the ridership, up from 18% in 2018 (i.e., 46% of 52% = 24%) of the ridership) who have used a ride-sharing service, say that they have used it as part of a bus trip.

<sup>3</sup> In future surveys, it may be useful to determine if customers using shared rides are doing so with dependents because that may be no more costly than multiple cash bus fares.

We do not know for what purpose some Uber/Lyft riders have combined a rideshare trip with a GoRaleigh trip. However, in Figure 7 (Mode to the GoRaleigh Bus Stop) only 2% said they used Uber/Lyft to get to the bus stop for their current trip. Other customers must have used ridesharing for other purposes. This issue will be worth exploring in some manner in the coming years, if only on an informal basis. One question that would be helpful to understand is whether use of ridesharing is filling gaps in coverage, span, or in weekend service.

**Figure 17 Replacing or Supplementing a GoRaleigh Trip, by Segment**



**Replacing or Supplementing a Trip, by Segment**

As we saw in previous charts, 52% of GoRaleigh customers say they have used Uber or Lyft in the past thirty days. Of this 52% set of riders, 60% (i.e. 31% of all riders) say they replaced a GoRaleigh trip with a trip on a rideshare service, while 46% (i.e., 24% of all riders) have combined a rideshare trip with a GoRaleigh trip.

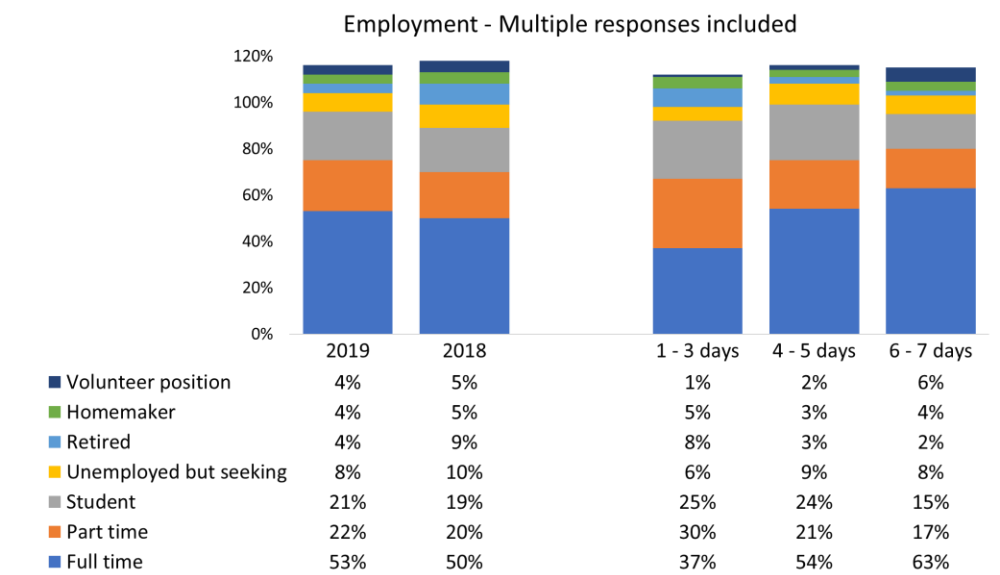
The practice of using rideshare to replace a GoRaleigh trip varies significantly among the rider segments. The more one rides GoTriangle, the more one also replaces a GoTriangle trip with a ridesharing trip. The four-to-five-day (61%) and the six-or-seven-day riders (66%) are more likely than the one-to-three-day riders (48%) to do so. On the other hand, for reasons not apparent in the data, the six-to-seven-day riders (52%) are also more likely than others (41%) to say they combine a rideshare with a GoRaleigh trip. This suggests that there is some type of unmet transportation need among the most frequent GoRaleigh customers.

Although there are some differences among the rider segments, the differences should not obscure the main finding, that a significant proportion of riders are supplementing and even replacing some GoRaleigh trips with ridesharing trips. It is also important to remember that the percentages cited here are percentages of riders, not of the trips they make. Riders were not asked to estimate the number or proportion of their trips replaced in this manner. This may be a useful question to include in a future survey.

## Demographics

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**Figure 18 Employment of Customers**



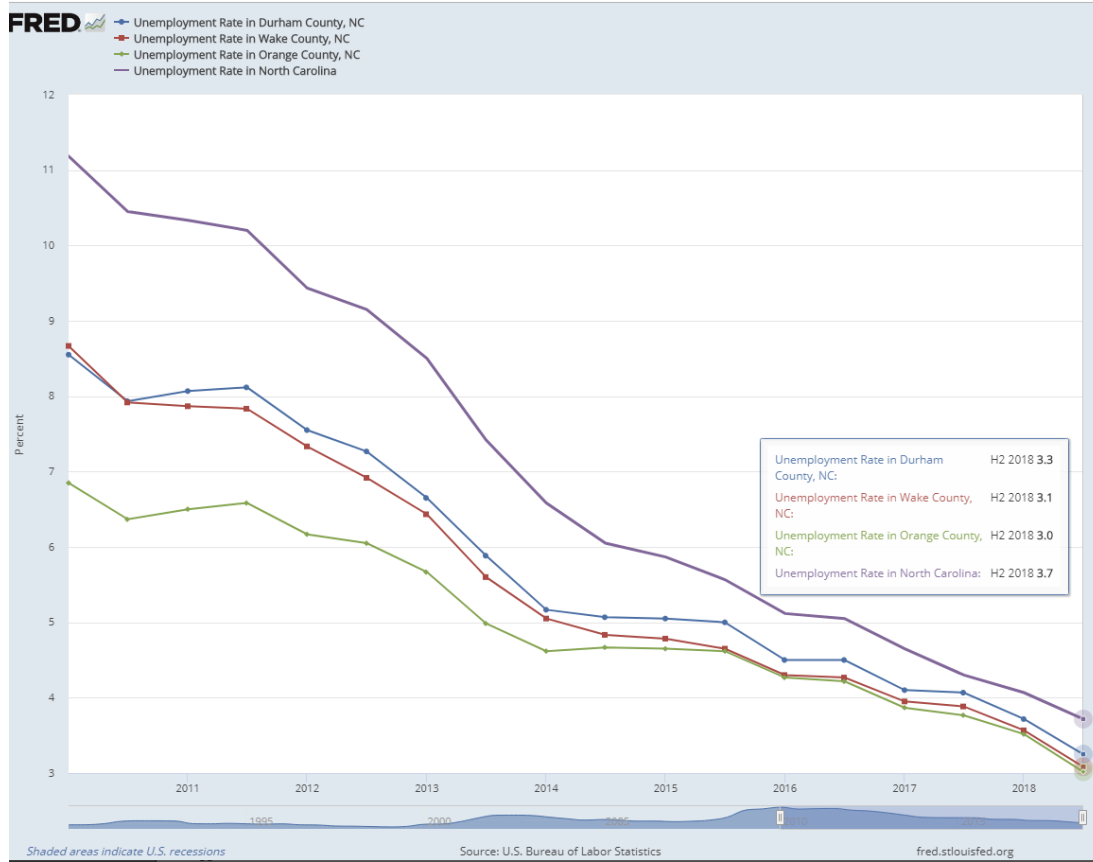
## Employment of Customers

Note: In the chart above, multiple responses were allowed for those with multiple roles. Therefore, the sum of the percentages exceeds 100% by the percent who have more than one job.

Respondents were asked about their employment. In 2018, a total of 50% of GoRaleigh customers reported being employed full time. The percentages in 2019 are similar, but with a few changes at the margins. For example, full time employment increased from 50% to 53% and part time employment increased from 20% to 22%, while Unemployed, seeking work decreased from 10% to 8%. All of these changes are within sampling error of the smaller 2019 sample. However, they are both consistent with overall economic trends, a factor that suggests the differences are likely to be representative of real change.

Full time employment is somewhat more frequent among the six-to-seven-day riders (63%) than among the four-to-five-day riders (54%), and considerably more likely than the one-to-three-day riders (37%). On the other hand, the one-to-three-day riders are more likely than the other segments to be students (30%) than the four-to five riders (21%) or the six-to-seven-day riders (17%).

**Figure 19 Unemployment Rates in NC, Wake, Durham, and Orange Counties**



Source: U.S. Bureau of Labor Statistics, Unemployment Rate in North Carolina [NCUR], and selected NC counties, retrieved from FRED, Federal Reserve Bank of St. Louis; <https://fred.stlouisfed.org/series/NCUR>, February 15, 2019.

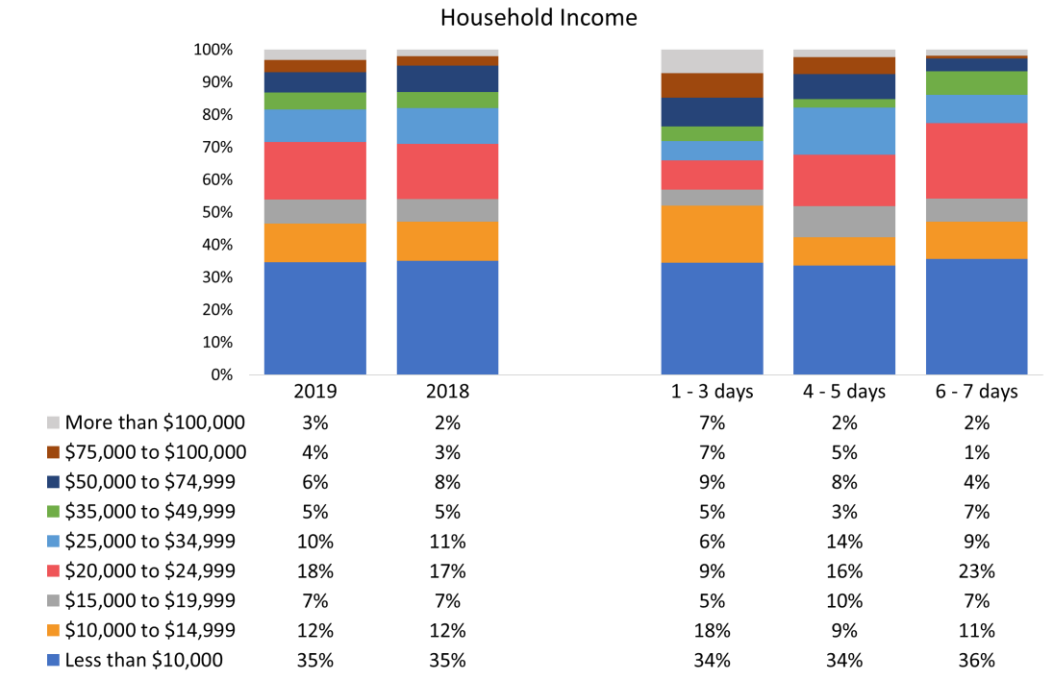
## Unemployment Rates in NC, Wake, Durham, and Orange Counties

In the survey, 8% indicated that they consider themselves unemployed. We also saw in Figure 6 that 39% of these “unemployed” riders said that their trip purpose was getting to or from work. Thus, they are employed in terms used by the Department of Labor, although their employment may be only an interim tactic while seeking a new job. This would amount to about 3% of the ridership, leaving 5% unemployed and not working in the interim. How do these figures compare to the official unemployment figures in the region?

The substantial decrease in unemployment in the Triangle Region since the Great Recession is shown clearly in Figure 19. At the time of the survey, the rate was 3.7% statewide and 3.3% in Durham County. If 3% of the riders are “unemployed” but working and thus not counted in the federal figures, this would put the rate among riders at approximately 5%, somewhat higher than the total adult population, but given the relationship of income to transit use, that is not surprising.

Coupled with the fact that more than 90% of GoRaleigh riders are either employed or students (or in some cases both) the service to those between jobs and seeking employment is another illustration of the important role of GoRaleigh as a major factor in labor mobility and emphasizes its critical economic role in supporting the local labor force.

**Figure 20 Income of Rider Households**



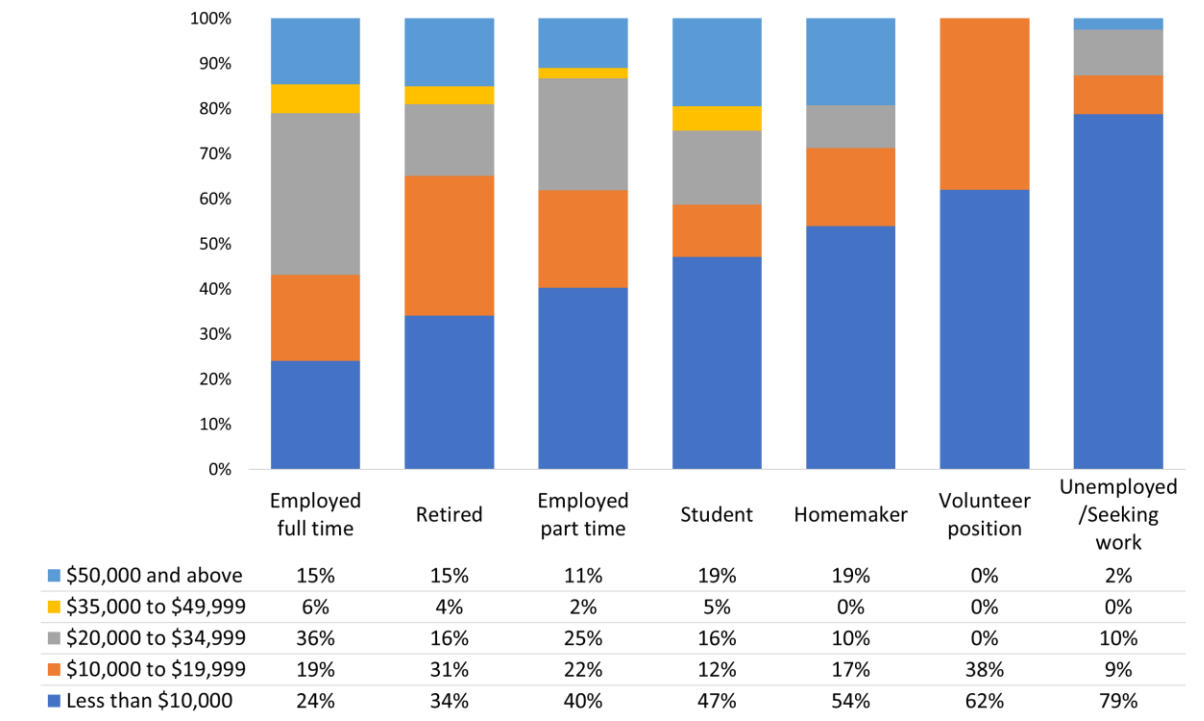
## Income of Rider Households

As is true of riders in many transit-passenger surveys of other systems, most GoRaleigh riders have very low household incomes. In 2019, as in 2018, 35% report household incomes of less than \$10,000. Another 19% in both years report their incomes as ranging from \$10,000 to just under \$20,000, while the balance, 46%, report incomes of \$20,000 or more.

The income distribution varies less than expected among the three levels of riding frequency. Among the three segments the percentage with incomes of less than \$20,000 varies only from 53% to 57%.

**Figure 21 Employment and Income**

Household Income by Customer Employment



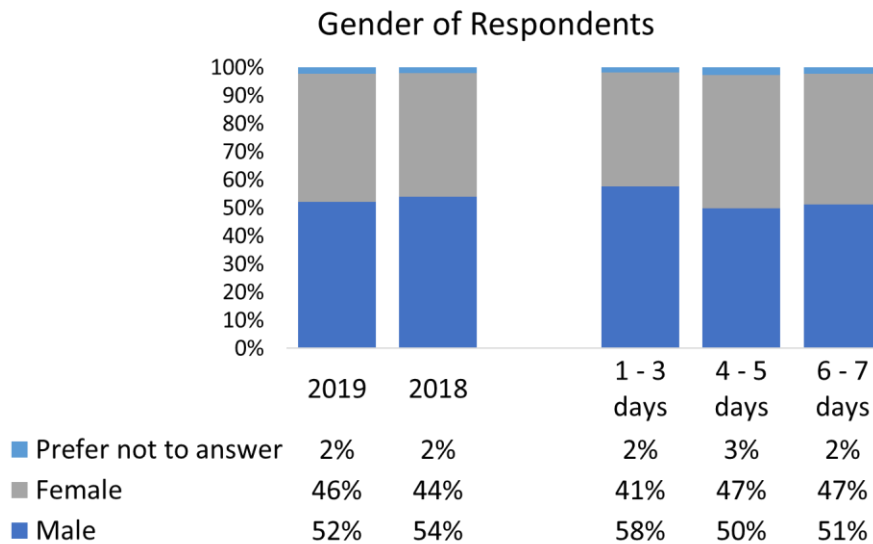
## Employment and Income

In 2018, a household income for someone with full time employment below \$10,000 seems unlikely. However, in a minimum wage job (\$7.25 in NC), even if a person worked full time for 2,000 hours a year, the income would be only \$14,500. Among full time employed GoRaleigh riders, 24% report incomes below \$10,000, and another 19% below \$20,000.

Frequently such low wage jobs do not provide a full 2,000 hours of work, with the result that incomes can fall below that level. It is important to remember that responses to the income question in surveys are approximations. For example, the real income of a household with earning income under \$10,000 is likely to be supplemented by such programs as SNAP and Medicaid. And the real incomes of those who are employed and have fully paid health insurance, and those who are sixty-five or older and on Medicare, or students on scholarships (etc.) have income supplements that are unlikely to be accounted for in a quick survey response about household income. Thus, the actual income levels may be understated. The point remains, however, that the income levels are very low.

## Gender of the Customers

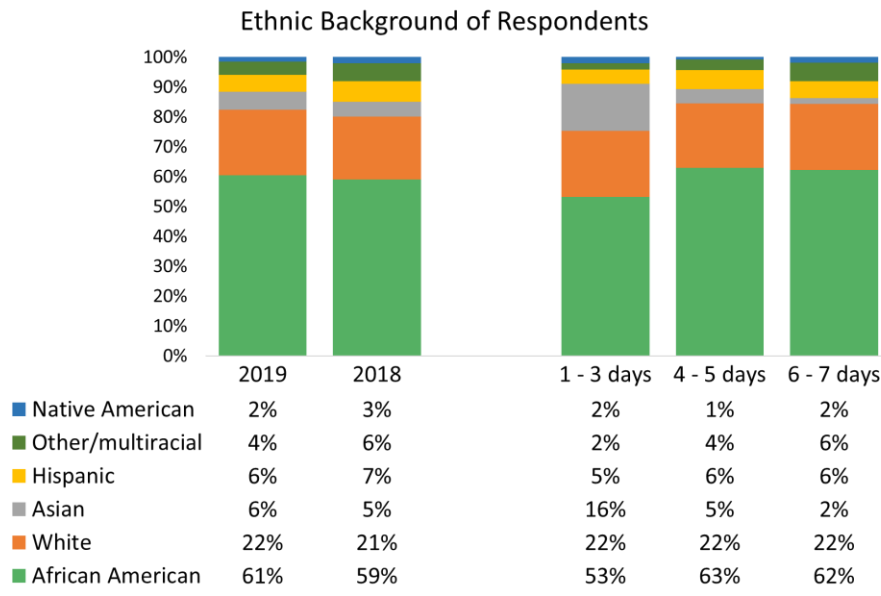
**Figure 22 Gender of Customers**



GoRaleigh customers are more often male (52%) than female (46%), with 2% preferring not to state a gender identity. The gender balance does not differ significantly among the rider segments except for the one to three day riders who are considerably more likely than the other segments to be male.

The GoRaleigh gender split is the reverse of the national figures cited in the CJI APTA report “Who Rides Public Transportation.” Among bus customers nationally, 56% are women.

**Figure 23 Ethnicity of Customers**



## Ethnicity of Customers

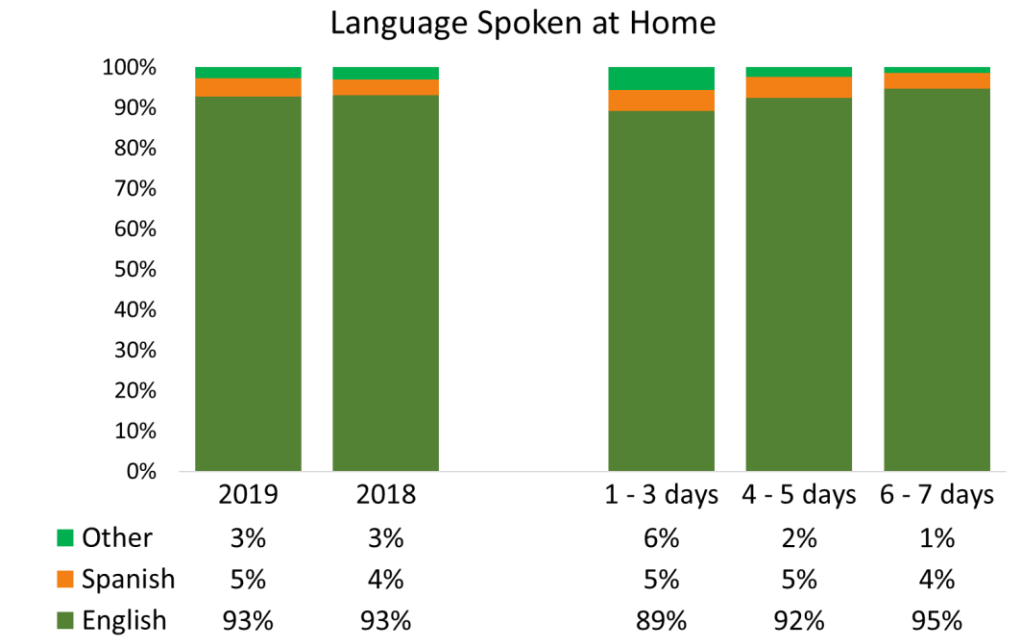
In 2019, 61% of the respondents identified themselves as African American/Black and 22% as Caucasian/White. These two groups total 83% of the ridership.

Those identifying as Hispanic account for 6% of the ridership, Asian as 6%, and Native American as 2%. The “Other” category allowed for

a handwritten response. But the write-ins were predominantly expressions of nationality or cultural groups (Greek, Egyptian, Jewish, etc.) or notation such as “mixed,” or sardonic (e.g. American, Human) and in this context are not at all helpful.

The distribution of ethnicity differs somewhat among the rider segments, with the four to five day (63%) and six to seven day (62%) customers considerably more likely to identify as African American compared to one to three day riders (53%).

**Figure 24 Language Spoken Most Often at Home**



### Language Spoken Most Often at Home

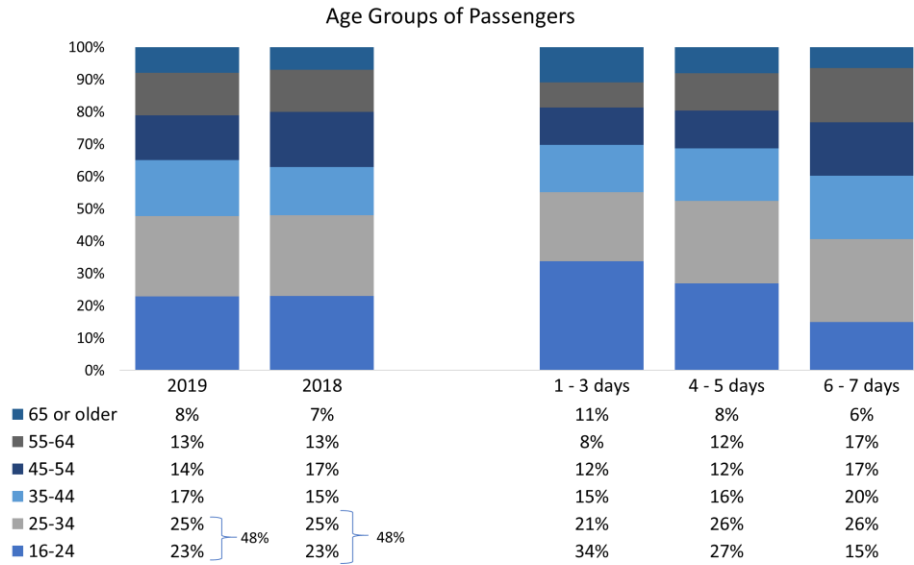
The overwhelming majority (93%) of GoRaleigh customers most often speak English at home while only 5% speak Spanish at home. The rider frequency segments do not vary significantly in the percent who speak Spanish at home. The one to three day riders, however, have 6% who speak a language other than English or Spanish at home. The languages reported are French, Hindi, Arabic, German, Portuguese, and Russian, all with only a few speakers.

In the survey of GoRaleigh customers, 77 customers, or 7% of the effective final unweighted sample identified themselves as Hispanic, but only 25, or 2% of the completed questionnaires were completed in Spanish. Stated in another way, only one-third (33%) of the customers identifying themselves as Hispanic completed the survey in Spanish.

## Age of the Customers

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**Figure 25 Age of Customers**



## Age of Customers

Like most bus transit systems in the United States, GoRaleigh has a young ridership. Of all GoRaleigh riders, close to half, 48%, are under the age of thirty-five. This percentage actually underestimates the youth somewhat because for reasons of data validity and ethical practice, we did not attempt to survey anyone who appeared to be younger than sixteen.

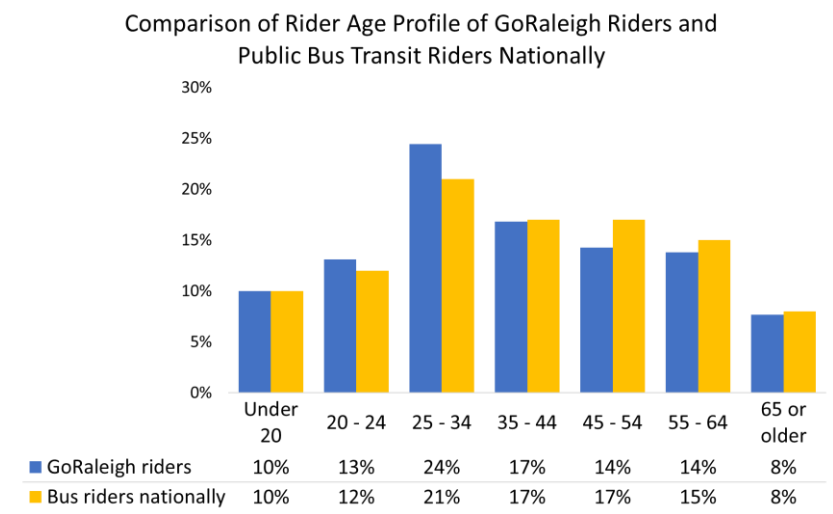
The age distributions differ somewhat among the three rider segments. The most notable variation is in the total percentage of the ridership younger than thirty-five. Among the six-to-seven-day customers the percentage younger than thirty-five is 41%. Among the one-to-three-day customers, the percentage is 55%. The four-to-five-day customers fall in between with 53% in that age group. This youthful age characteristic reflects the greater proportion of students in the one-to-three-day and four-to-five-day categories that we saw earlier in Figure 18.

## Age Profile of Transit Customers Nationally

Figure 26 demonstrates that nationally, the age distribution among GoRaleigh customers is similar to that of bus system customers in general, although the GoRaleigh customers may tend to be slightly younger than bus riders nationally.

**Figure 26 Age Profile of Transit Customers Nationally (APTA, *op cit*)**

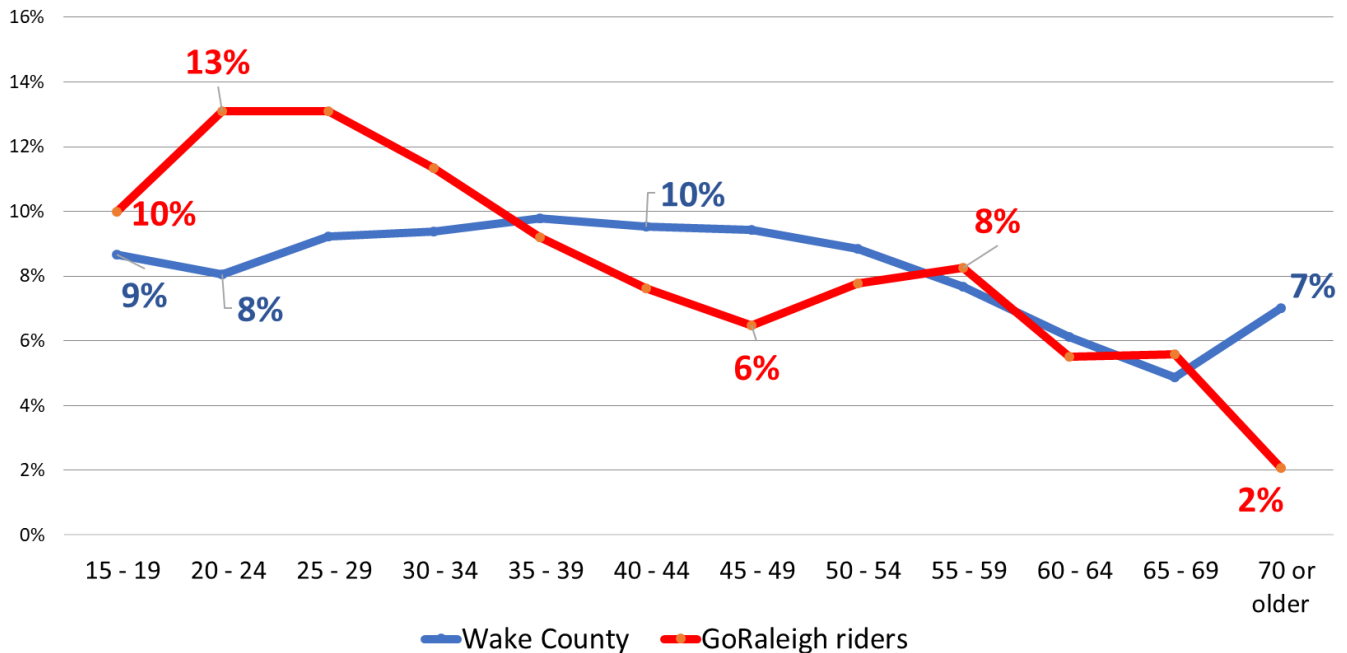
- Nationally, 22% of bus customers are under the age of twenty-five, a percentage statistically the same as the 23% under twenty-five among to GoRaleigh customers.
- Nationally, another 21% are between twenty-five and thirty-four, compared to GoRaleigh's 24%.
- Another 17% are between thirty-five and forty-four, the same as GoRaleigh's 17%
- Similarly, nationally, 17% are between forty-five and fifty-four compared to the 14% among GoRaleigh customers.
- The balance, 23% nationally and 22% for GoRaleigh, are fifty-five or older.



**Figure 27 Age of GoRaleigh Customers and the Durham County Population**

### Age Distribution of GoRaleigh Riders and Wake County Population 15 and Older

(Source of population data: American Community Survey, five year estimates, 2017)

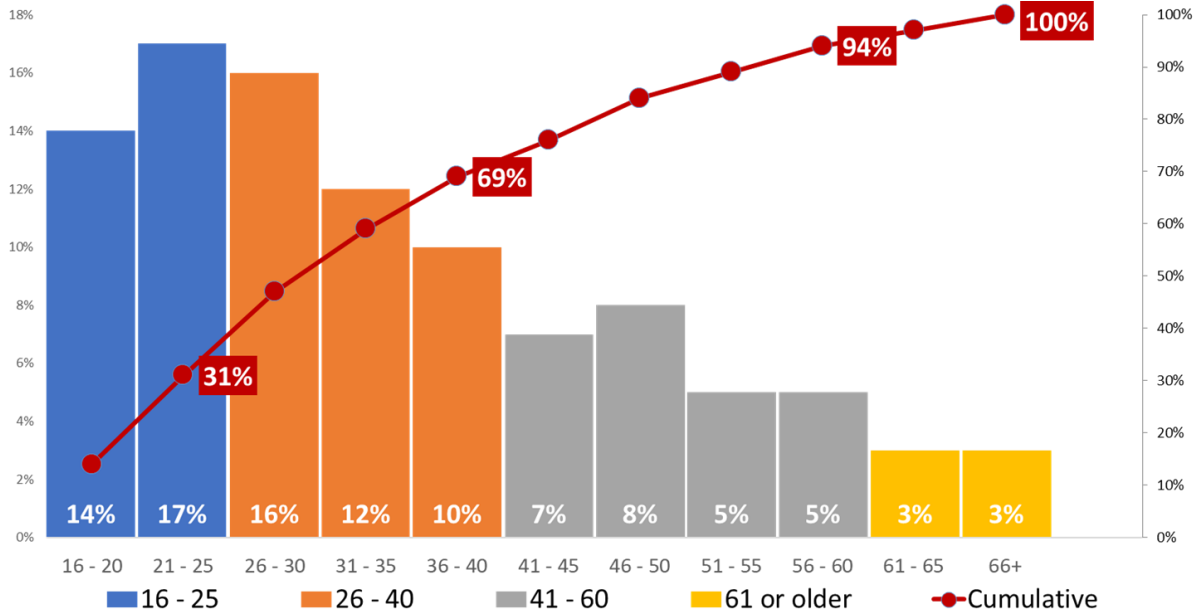


### Age of GoRaleigh Customers and the Durham County Population

Relative to the percentages in each age group among the county population fifteen and older, GoRaleigh ridership diverges most in the age ranges from twenty to twenty-nine and above sixty-nine. The county population in the twenty to twenty-four year old age set accounts for 8%, while in the ridership it accounts for 13%. And at the age of seventy and older, the percentage of the population is 7% while among riders it is 2%. There is also a significant gap in the age range from 40 to 50, with the largest gap occurring among those 45-49.

After the age of thirty-five, the county population follows a gradual downward trajectory until the age of sixty-five when the percentage of ticks up somewhat. After the age of fifty-five, the GoRaleigh ridership also trends down, and then falls to only 2% at the age of seventy or older.

**Figure 28 Age Profile of GoRaleigh Customers**



## An Age Profile of GoRaleigh Customers

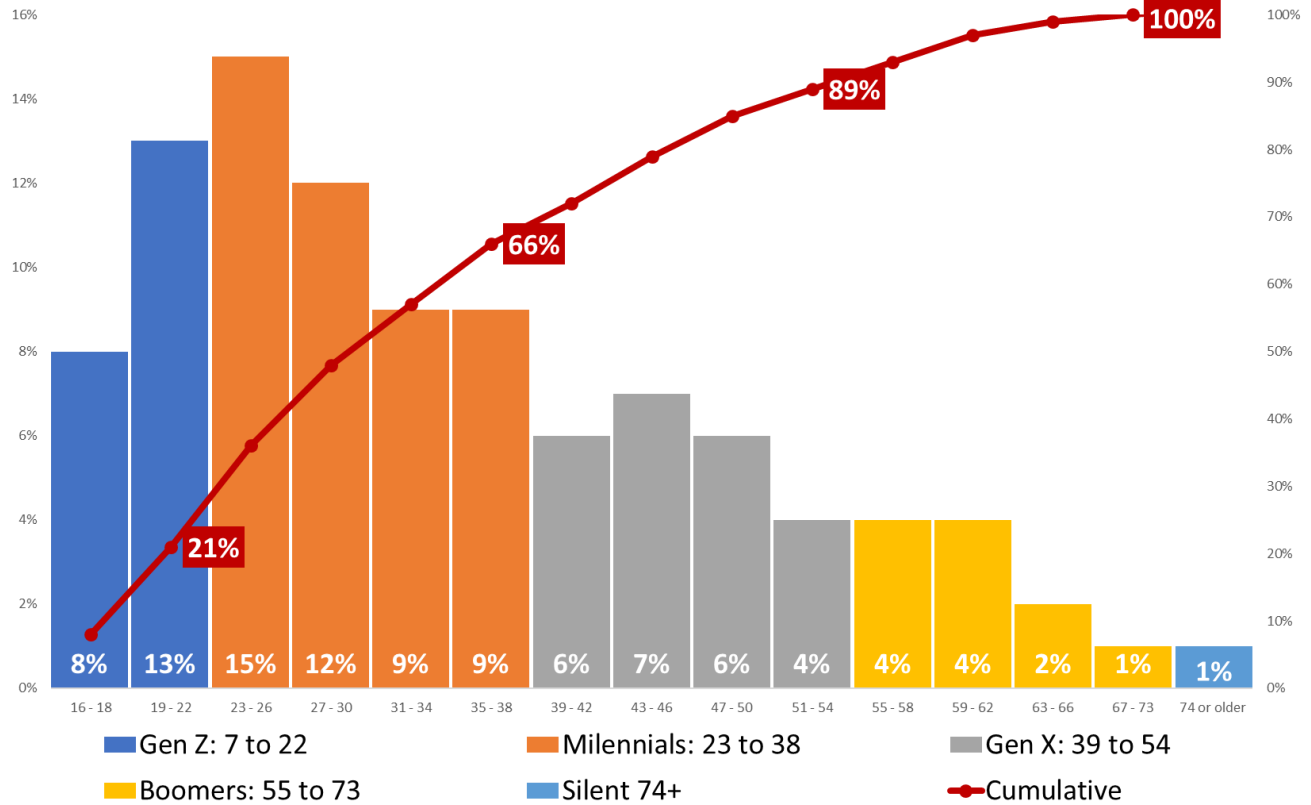
A quick glance at the chart above tells an important age story about ridership: It is somewhat disproportionately young. Close to one third (31%) of GoRaleigh riders are twenty-five or younger. More than two-thirds (69%) are forty or younger.

In several studies of transit customers in other cities, CJI has found that the age profile of any given system's bus ridership tends to follow an age progression similar to that shown above in Figure 28. Generally, about one-fourth to one-third of ridership falls into a youthful cohort, young, often in school or college, preparing for work-life, and ranging in age from sixteen to approximately twenty-five. After the age of twenty-five the percentage of transit customers in each age group drops off and enters a declining slope, which, for most transit systems we have studied, represents a life cycle period when many transit customers are entering a career phase of life, earning more and often buying a vehicle.

The age-curve then tends to flatten out somewhat between the ages of forty-one and sixty, in the GoRaleigh case averaging 6.5% of the ridership during that period.

After the age of 60, the percent of ridership falls off to 3% as people begin to retire.

**Figure 29 Generations and Ridership**



## Generations and Ridership

For purposes of visualizing the age characteristics of the GoRaleigh customer base, another way to think about the age distribution of the ridership is to apply the age-ranges popularly used to describe generational groups. We have used definitions proposed by Pew Research Center<sup>4</sup>. The age sets used by PEW and those in the survey do not entirely correspond because while Pew defines Gen Z as between the ages of seven and twenty-two, the GoRaleigh survey interviewed no one below the age of sixteen. Also, while Baby Boomers are said to be no older than seventy-three, there are too few riders in the survey above that age to create a separate group for the older generation (“The Silent Generation”) and they are grouped with the Boomers for purposes of the chart. However, the PEW definitions provide an adequate guide.

In Figure 29, we see a pattern very similar to that presented in Figure 28. Both charts make the point that a disproportionately large proportion of the ridership is young. In the case of generations, the youthful Gen Z and Millennial generations account for two-thirds of the total ridership (66%).

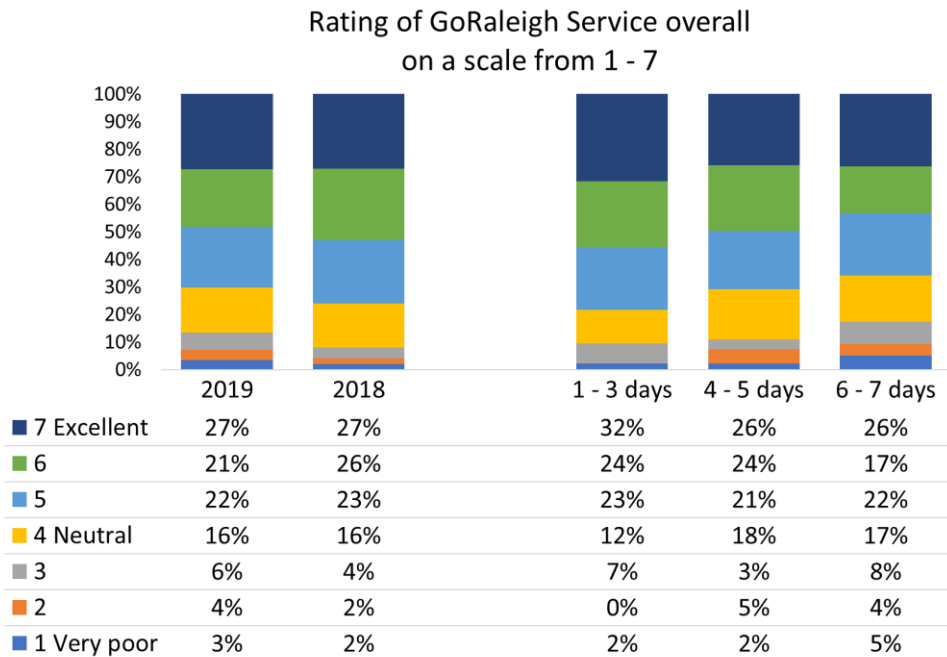
The bulge in the percentage of riders at middle age noted on the previous page represents a combination of the leading edge of Gen X and the trailing end of the Baby Boom.

<sup>4</sup> See <http://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/>

## Customer Satisfaction

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**Figure 30 Overall Service Rating by Rider Segment**



## Overall System Rating Score by Rider Segment

Customers were asked to rate nineteen aspects of GoRaleigh service using a scale from 1 to 7, on which a score of 7 means “Excellent,” and 1 means “Very poor.” They were then asked to rate the service overall (See questionnaire, Appendix A). We begin this section of the report with the overall rating of service.

The occasional, one-to-three-day, riders offer the

highest score on overall service quality, with a total of 56% scoring service overall as 6 or 7 on the seven-point scale, while fewer, 50%, of the four-to-five-day riders and 43% of the six-to-seven-day riders assign those scores. This apparent relative reluctance to assign a perfect score for transit service is not uncommon for this six to seven day segment, perhaps because they rely on public transit more often and for more purposes than others with more opportunities to observe unavoidable problems.

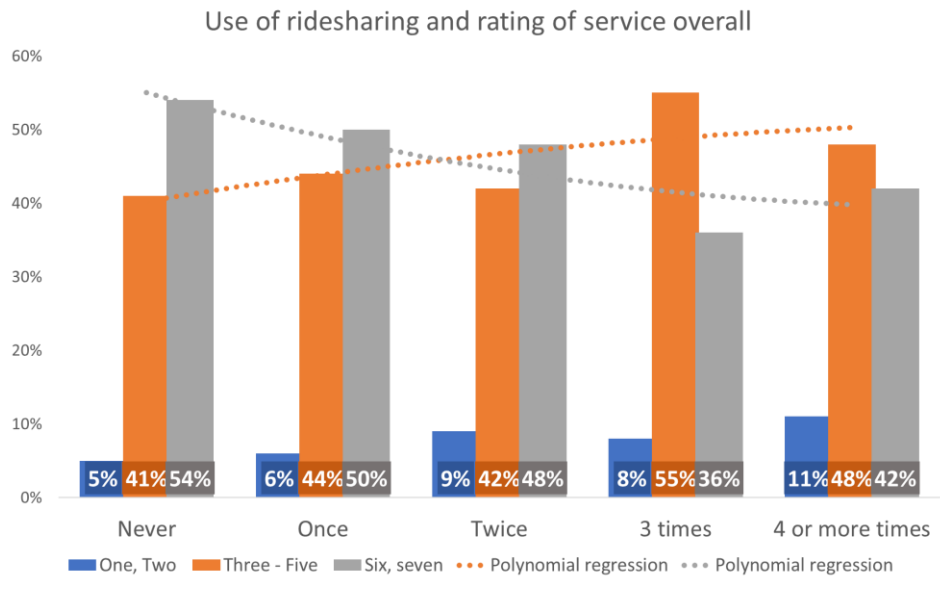
### CHANGE IN THE OVERALL SCORE

In 2019, twenty-seven percent (27%) rate service overall as seven, or excellent. Another 21% score it as six, giving a total of 48% with very high satisfaction scores. However, there was a modest decline, greater than the margin of error, in the score of six, causing the total in the two highest categories to decrease from 53% to 48% from 2018 to 2019. There was also a corresponding increase in poor scores of one through three, from 8% to 13%.

It is always difficult to interpret changes like these. One should not immediately assume that the change was driven by service deficiencies. Samples do fluctuate year to year in spite of all efforts at inter-year uniformity. For this reason, it requires more than a one year comparison to seriously suspect a trend. Demographics of the ridership itself changes. However, testing shows that none of the demographics can explain the change. It is true that the higher the income, the lower the score. But income of the total sample did not change appreciably from 2018 to 2019, so that cannot explain a decline in the overall service rating. Other demographics are unrelated to the overall service score, i.e. ethnicity, age, or vehicle availability.

What, then, is associated with the lower score? Ridesharing.

**Figure 31 Relationship between overall service rating and ridesharing**

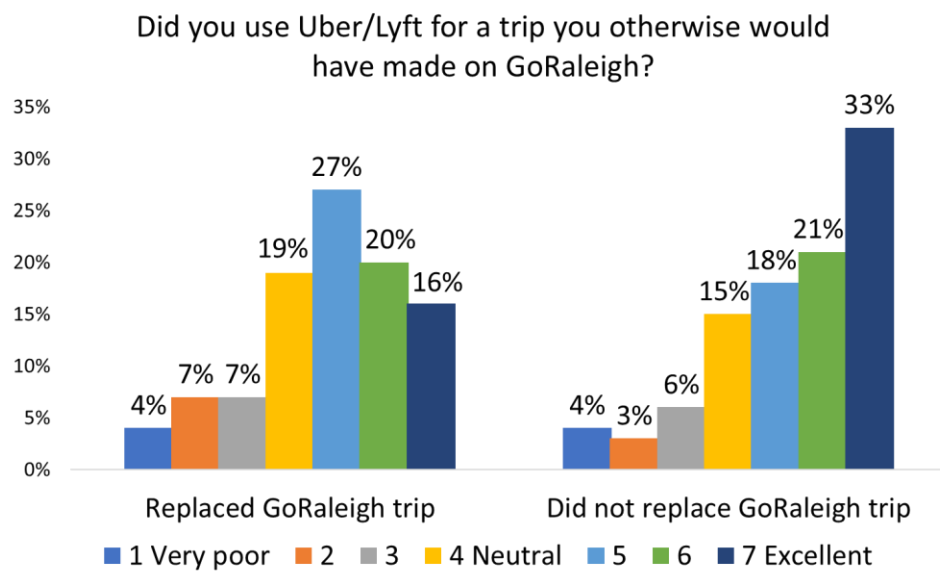


## Overall Rating Score and Ridesharing

In general, the more ridesharing trips a GoRaleigh customer makes, the lower the overall GoRaleigh service score will be.

This is, of course, a classic matter of correlation v causality. Or chicken v egg. Are customers using ridesharing more because of less satisfaction with GoRaleigh service? Or are ridesharing trips presenting an attractive alternative that puts bus service in a poor light?

**Figure 32 Relationship between overall service rating and replacing a GoRaleigh trip with ridesharing**



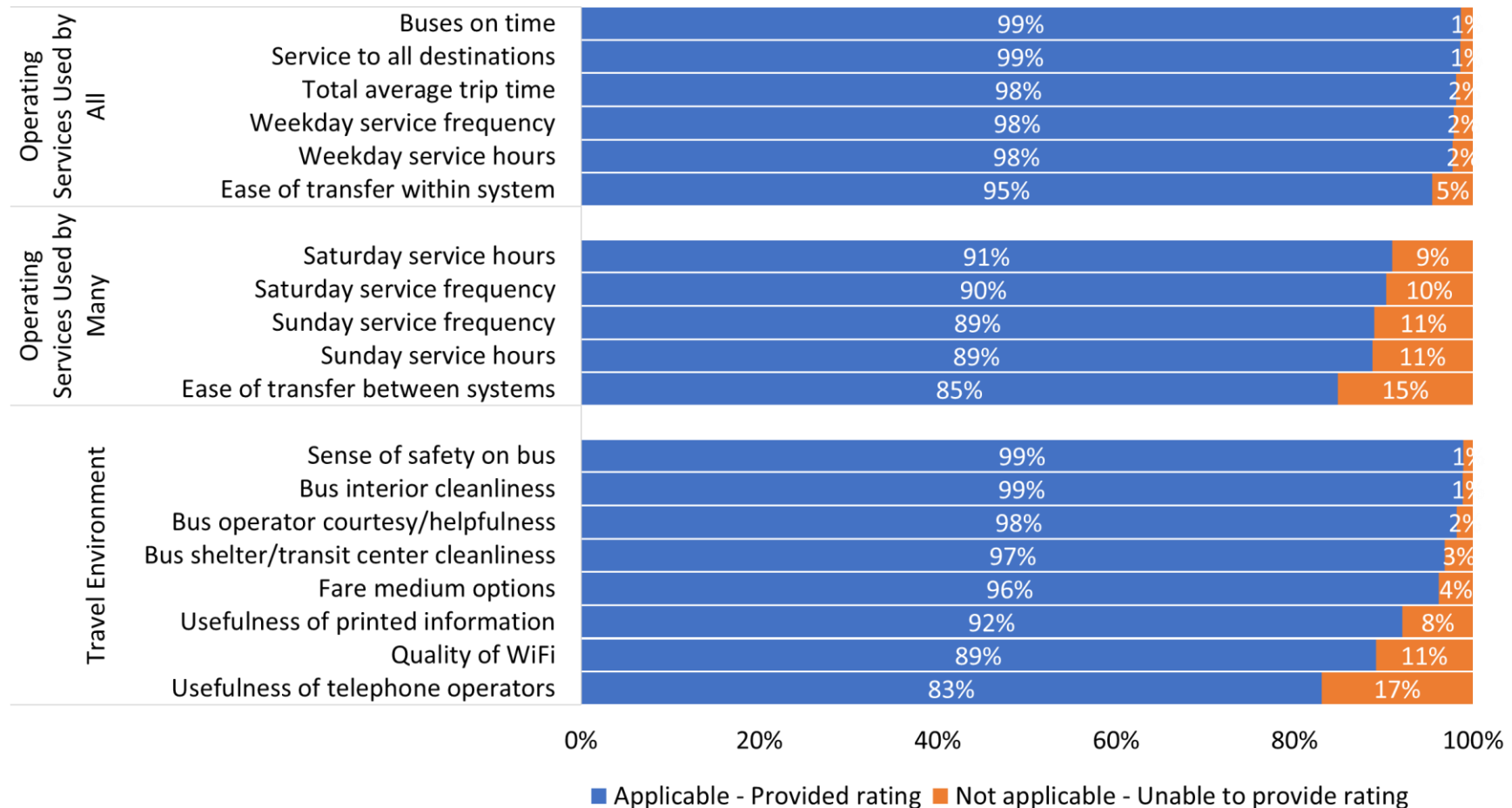
We cannot provide the answer to that. But from Figure 31 and Figure 32 we know there is a clear relationship. The relationship is especially strong between the overall score and having used ridesharing in place of a trip otherwise made on GoRaleigh.

From Figure 15, page 26, we know that the use of ridesharing increased dramatically between 2018

and 2019, from 37% of GoRaleigh riders to 52% making at least one ridesharing trip. That increase accounts statistically for the change in the service rating score.

**Figure 33 Services Included in the Survey, Grouped by Type and Showing Percentage Unable to Provide a Rating**

Percent of riders providing a rating vs those saying that this aspect of service was "Not applicable" to them



**Services Included in the Survey, Grouped by Type and Showing Percentage Stating that the Service was not Applicable to Them**

Two interacting parameters help shape the distributions of the rating scores.

- (1) One parameter is simply the proportion of all customers who can provide a rating, thus presumably indicating that they use the service at least occasionally. We refer to this as utilization. Figure 33 displays in blue bars the percent able to provide any rating whether positive, neutral or negative. It displays in the orange portion of the bars the percent who answered that the service was not applicable to them.
- (2) The second parameter is the type of service being rated. These types are explained below, but the essence is that some are operational, and some are simply static aspects of the travel experience.

#### UTILIZATION

Taking utilization first, some services such as weekend service, were given ratings by fewer customers than others. We consider the extent to which customers can provide ratings a proxy for *utilization* of the service. To illustrate this changing proportion of respondents offering ratings, Figure 33 displays the percent of all respondents who offered any rating, whether positive or negative, and the percent who said that the service did not apply to them. Ratings for services with fewer users than others have a different denominator when percentages are computed for the ratings and they are thus reflective of only those who use them. The computation of the percentages in the charts which follow and show service ratings are based on only those who answered the rating question, not on the total sample.

#### TYPE OF SERVICE

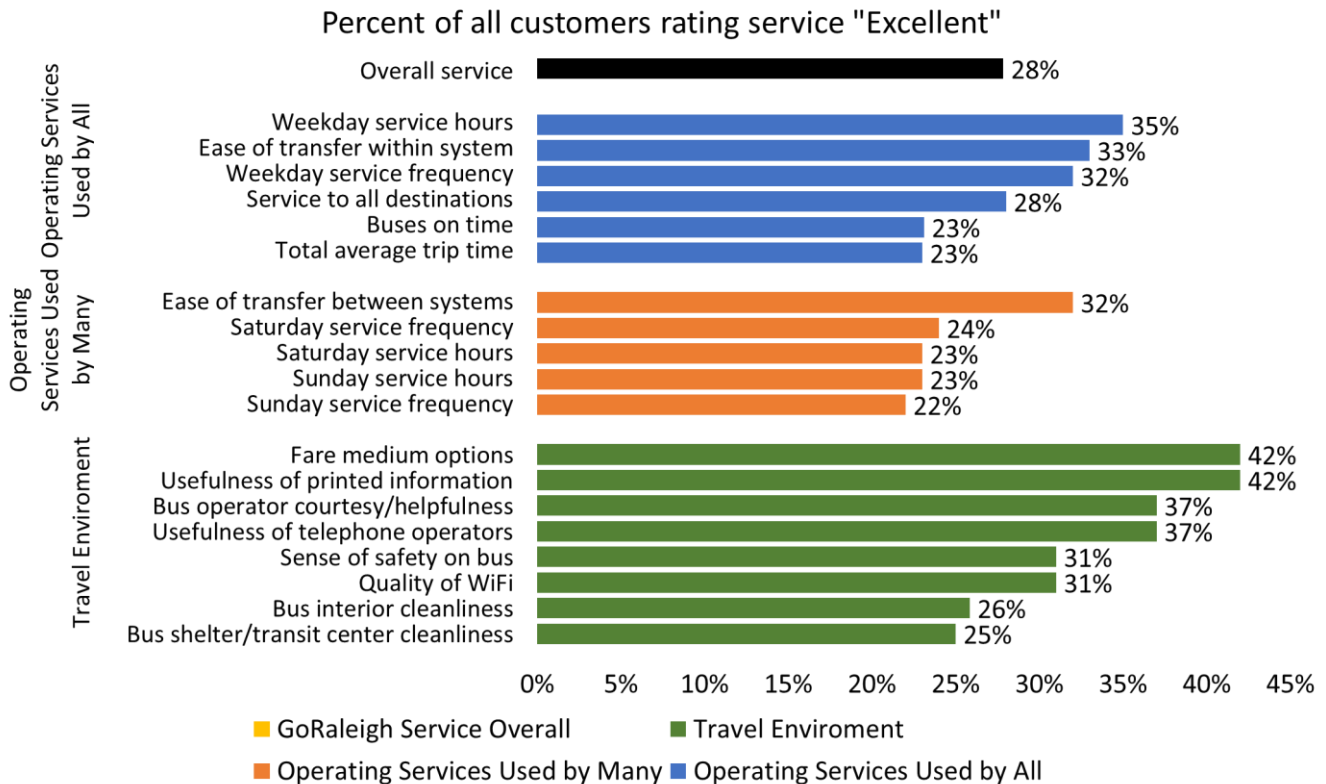
The second parameter involves the type of service. The typology is intended to put comparisons of ratings among the various services, on an apples-to-apples basis. One major factor differentiating the nineteen services included in the survey is whether the service element is *operational*. It is operational in the sense that it involves some combination of system design and the ongoing process of keeping the vehicles moving and serving passengers on a daily basis or is the type of service that sets the general environment in which the customer experiences GoRaleigh services. For example, “Quality of Wi-Fi” and “Fare medium options” are service elements that help set a general environment, while “service to all destinations” and “Buses running on time” are operational matters.

In Figure 33 and Figure 34, we apply this reasoning to differentiate three types of service elements based on two criteria: (1) the type of service (operational or travel environment) and (2) the extent to which operational services service are utilized, using the “not applicable” response as a proxy for not utilizing the service.

One can obviously debate the categorizations. For example, is interior cleanliness of the buses an operational factor or a factor that affects the customer’s perception of the travel environment? It certainly involves operational activity by GoRaleigh, but on the other hand, it does not impact such things as the time customers wait for a bus or their ability to get to various locations. Thus, it is categorized with other factors affecting the environment in which people travel, rather than with operations.

No specific conclusion is to be drawn from Figure 33. It is provided only to give the reader a perspective on the differences among the elements in terms of service type and the proportion of customers using the service, as scores are compared in the several figures that follow.

**Figure 34 Scores of "Excellent" in 2018 on Individual Components of GoRaleigh Service**



## Rating Scores: Scores of "Excellent" in 2019 on Individual Components of GoRaleigh Service

Figure 34 above presents a first look at customer rating scores for individual elements of service. This chart includes only the top score of seven, or "Excellent," on the seven-point scale<sup>5</sup>.

Like Figure 33, Figure 34 is organized by the type of service being rated. At the top of the chart are three operational services fundamental to all or almost all customers. Each of these has more than 30% scoring it as excellent. Weekday service hours, Weekday service frequency, and ease of transferring within the system have the highest percent of excellent ratings in the high utilization operational group, with 35%, 33%, and 32%, respectively. Coverage ("Service to all destinations you want to get to") finds fewer, but more than one-fourth of customers rating it as excellent (28%). On time performance and total time required for a trip reach almost one-fourth (both, 23%).

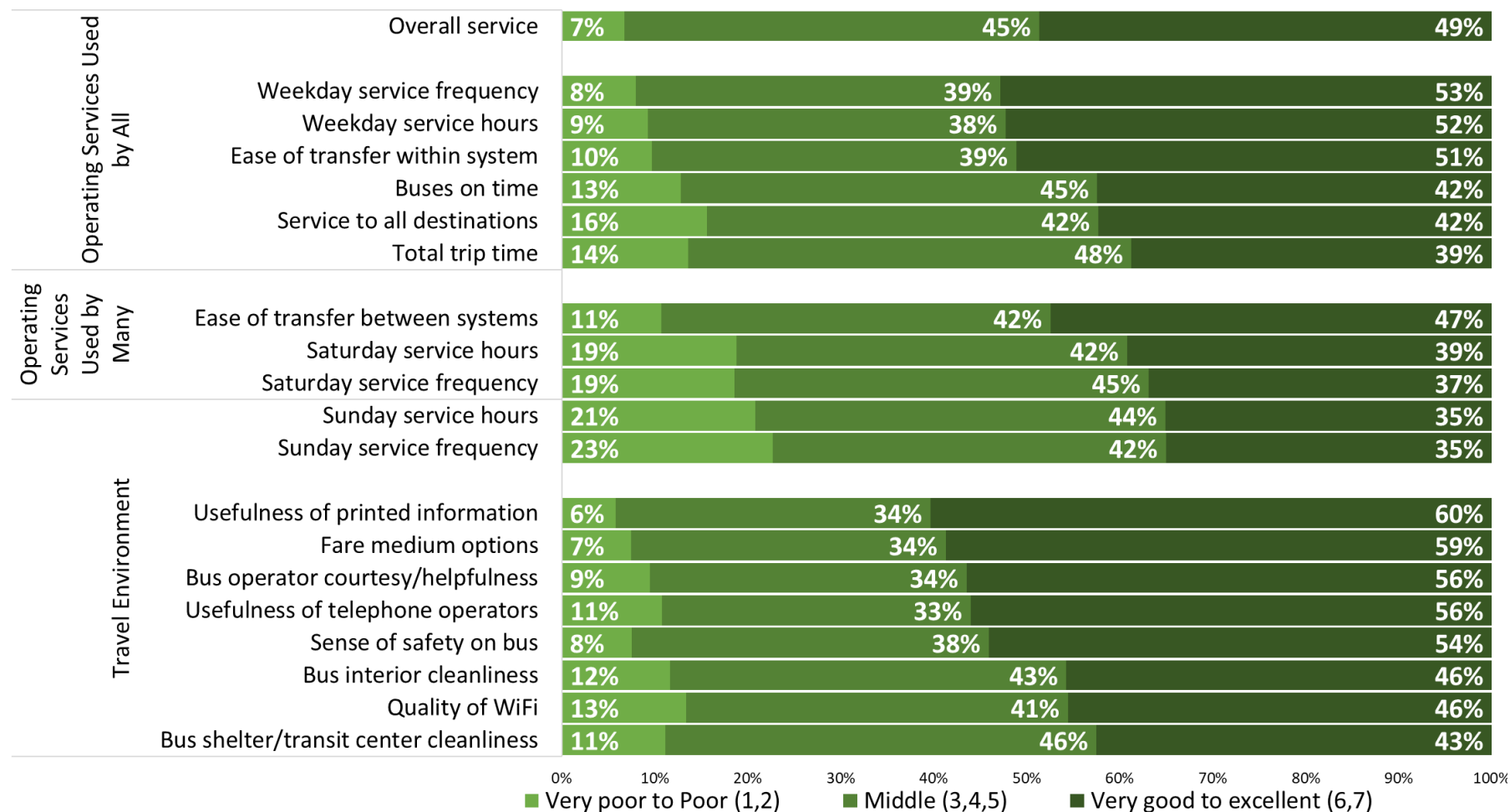
The second set in the chart includes operational services used by many but not all riders. Ease of transfer between systems, which scores 32% excellent is the only item in this set that does not involve weekend service. It is in this set because 15% said the question did not apply to them, implying that they do not make such inter-system transfers in a "typical week." Saturday service hours receive excellent ratings by almost one-fourth (24%). Saturday service frequency falls slightly below that level at 23%. The two other service elements in this set both involve Sunday service, service span ("Sunday service hours") at 23% and frequency and Sunday service frequency at 23%.

<sup>5</sup> Note that the percentages are based on only those who were able to provide a rating, not the total sample, so that the percent "excellent" is not falsely reduced by inclusion of those who answered "not applicable" in the denominator.

The third set of services involves the environment in which GoRaleigh customers travel. Of the eight services included in this set, six receive excellent scores by more than 30% of the respondents. The fare media options and the usefulness of printed information, both with 42% excellent, are at the top of this list, but both personnel elements, each with 37% at the excellent score level are also at a very positive level. They are the courtesy and helpfulness of the bus operators and the usefulness of the telephone information operators. It is typical for personnel to have very good ratings. Occasional complaints notwithstanding, customers generally like the interaction with the transit personnel with whom they come in contact and give them high scores.

The quality of Wi-Fi on the buses and the sense of safety on the bus, both score 31% excellent. The remaining two elements in this set both involve cleanliness; of the interior of buses (26%) and of the bus shelters and transit center (25%).

**Figure 35 Distribution of Grouped Service Rating Scores**



## Service Rating Distributions

The previous chart, Figure 34, showed the top percentages on the seven-point scale. However, so that we can see what the balance is between positive and negative ratings, it is important to also consider the distribution of scores within the full 1 – 7 range.

To simplify the chart showing the distributions, the scores of 1 to 7 have been combined into three sets as shown in Figure 35 above. The top two positive scores (6 and 7) are combined, as are the bottom two scores (1 and 2). The combined middle scores of 3, 4, and 5 can be

considered neither extremely positive nor extremely negative. The scores of six or seven represent either excellent or nearly excellent scores. This is simply a way to summarize the results that also allows us to visualize the distribution of the scores.

#### **RESULTS TEND TO BE POSITIVE**

The basic story of this chart is that, as with most similar surveys for other transit systems, the ratings differ primarily in the degrees of positive ratings, not in stark differences between positive and negative ratings. The percentages in the lowest rating categories of 1 and 2 tend to be below 15%. The percentages giving positive scores of six and seven on the scale in contrast, tend to be much greater. For example, of the six operational high utilization characteristics, three have high six/seven ratings greater than 50%. The other three range from 39% to 42% in the top category.

There are exceptions which have percentages greater than 15% in the low scores. The largest percentages in the lowest score category are for Sunday service frequency and hours, with 21% and 23%, respectively, in the lowest score categories. Saturday service also has high negative ratings of 19% for both service hours and frequency.

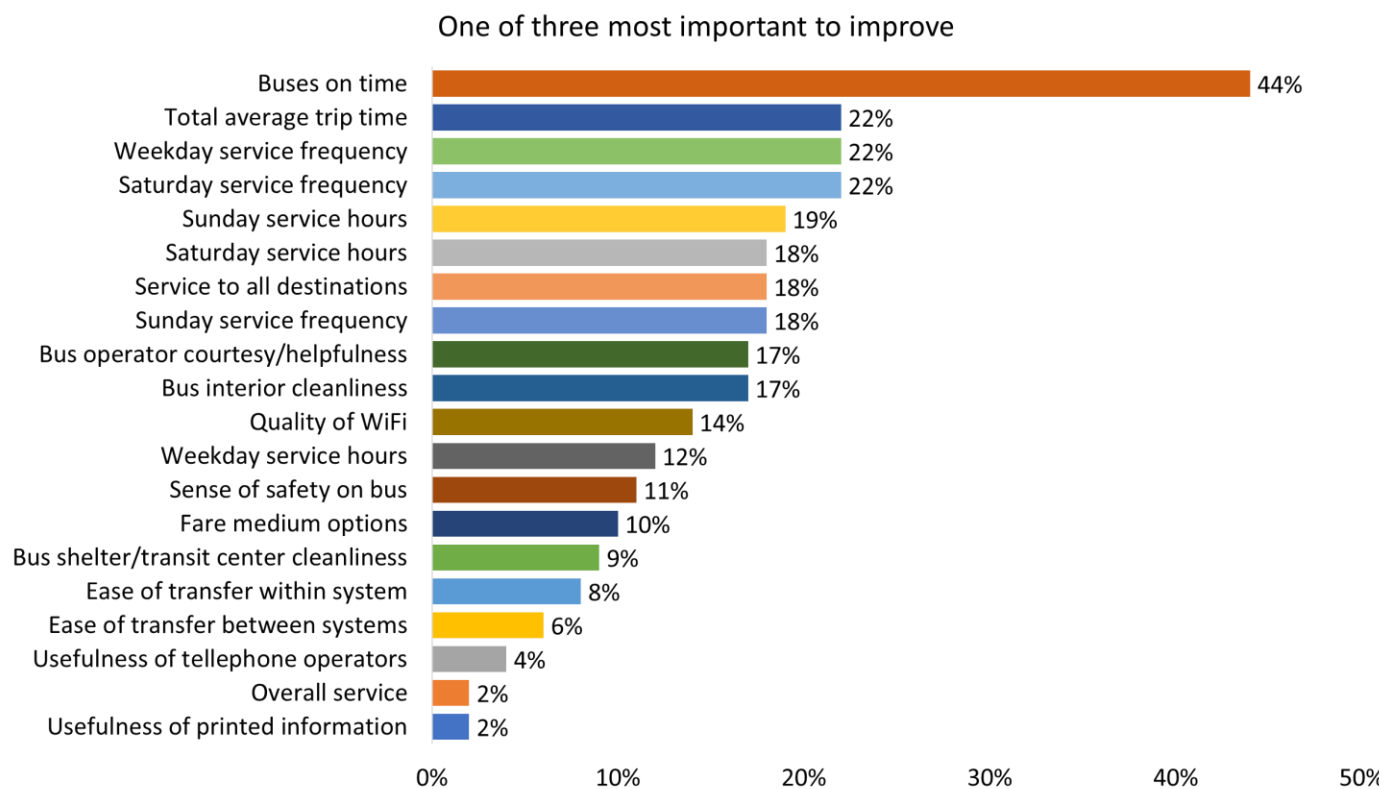
These service elements are worth mentioning only because when low ratings significantly exceed 10% to 15% of the customer base in any industry, it is a clear signal that a significant proportion of the customer base is pushing at the limits of what the system as structured can currently provide.

#### **Determining Customer Priorities for Service Improvement**

In the charts from Figure 30 through Figure 35 we have seen the opinions of GoRaleigh customers about service overall and of nineteen separate elements that make up GoRaleigh service. While these charts give us considerable information about how customers perceive GoRaleigh service (quite positively), it is static information – it does not tell us how to prioritize service improvements. Two methods of prioritizing are presented in Figure 36 and Figure 38:

- The first method (Figure 36) is very straightforward. It is based on customer response to the simple request: “Of the services in questions 1 – 19 above, please list the three most important to improve.”
- The second method (Figure 38) involves a combination of two statistical analyses. First it compares each service rating to the average rating of all services: Is the rating above or below the average score for all nineteen elements of GoRaleigh services? Second, it correlates the rating of each element of service with the rating of GoRaleigh service overall so that we can infer its influence on that overall score.

**Figure 36 Most Important Element to Improve**



### One way to prioritize: Ask Customers “What Are the Three Most Important Services to Improve?”

Forty-four percent (44%) of GoRaleigh customers indicate that having the buses run on-time is one of their top three improvement priorities. This is always rated as the most important of the top three as it is here. At GoRaleigh, 42% give on-time performance a very good rating, and only 13% give it a poor rating. Yet it appears at the top of the improvement priority list. The reason for this is that there is no limit on the demand for “on-time” performance, by which people appear to mean, a bus at their stop when they want it.

It is important to keep in mind that the customer belief that on-time performance must be improved is a customer *perception*, not a measurement-based observation. Customers themselves will often arrive at their stop early, marginally on time, or a bit late for their bus and perceive that it is the bus that is off schedule. They may also not know the relationship of their stop to a time point. Thus, their perception and the reality can be quite different.

While the score on the seven point scale for on-time performance did not improve between 2018 and 2019, the percent placing that item in the top three to improve dropped dramatically from 55% to 44%. We had previously hypothesized that to the extent that more people begin to use real-time transit apps for bus arrival information, as 59% now do (see Figure 39), that that information should decrease the anxiety of waiting and will help reduce the perception of a lack of on time performance. However, in the 2019 survey data, riders who have the transit app on their mobile phones are no more or less likely than those who do not to identify on-time performance as among the top three. Therefore, use of a transit app cannot explain the change in the ranking.

The services next most frequently named as priorities for improvement were all named by 22% of respondents. The total time the trip takes, weekday service frequency, and Saturday service frequency are all named in the top three by 22%. It is interesting that frequency (weekday and Saturday) appear among the top four customer improvement priorities. Frequency is, of course, closely related to the perception of on time performance. The inclusion of Saturday frequency along with weekday frequency is also interesting because fewer riders use GoRaleigh on Saturday.

Other items in the top tier of priorities are also operational aspects of service. Saturday and Sunday service hours, coverage, and Sunday service frequency all are in the lower end of the top eight improvement priorities. The only operational aspect of service not falling into this top tier is weekday service hours. Apparently, there is a level of satisfaction with existing service in that respect.

Why would the mention of on-time performance as one of the top three service aspects to improve have dropped by twenty points? We tested whether it had to do with the adoption of the transit app (see Figure 39, page 58) because the use of the app increased dramatically from 37% to 59% and it might provide confidence in the arrival of the next bus. However, there was (disappointingly) no relationship.

A likely explanation was provided by David Walker of GoRaleigh. On-time performance (OTP) has been consistent for years, varying within a narrow range of 81% to 84%, so not change in that would explain the decrease in concern with OTP. However, as part of the ongoing development of the high frequency network, frequencies have been increased on several routes. His comments follow:

*In January 2019 we added our 4th high frequency network (HFN) route (operating every 15 min) in SE Raleigh. The new 19 MLK route ridership has grown by 60 to 70% on this new HFN service. We also added 30 minute frequencies 6 am to 7 pm on the 4 Rex, 27 Blue Ridge and 36 Creedmoor. The former 4 Rex route was cut in half. 2nd half is now the 36. The 27 Blue Ridge is new service.*

*Maybe the higher frequencies make the OTP not quite as important?*

We believe that this is the likely explanation. High frequencies should have precisely that effect of diminishing the customer's concern with on-time performance because the takes are lower if one misses a bus.

## **A second way to prioritize: Determine Which Service Elements Would Move the Needle of the Overall GoRaleigh Service Rating if They Were to Be Improved**

Using survey data to prioritize elements of service that customers feel need improvements is a challenge. The chart of the top three services customers feel should be improved presented one way to do it. Figure 38 illustrates a second way to accomplish it. This approach takes the pool of nineteen services and answers the question:

*Which of these are more important and which are less important in determining the customers' rating of GoRaleigh service overall?*

This question is answered in a matrix. The matrix itself is actually less complex than it may seem, but it does require some explanation.

- The concept of the matrix in Figure 38 as follows: Respondents rated nineteen separate aspects of GoRaleigh service as shown in previous charts. They also rated *“The quality of GoRaleigh services overall.”* We can assume that customers’ ratings of the quality of services overall sum up their ratings of quality of the nineteen specific elements of service. Assuming this, we can answer the key question, which is, *“Which of the nineteen aspects of GoRaleigh services would, if improved, move the needle of the rating of GoRaleigh service overall?”*
- Two basic statistics are involved in this analysis, first the average or “mean” rating of service quality on the scale from 1 – 7, and second, a correlation statistic that measures the strength of the relationship (i.e., the *correlation*) between each element of service and the overall service rating for GoRaleigh. These statistics, when used together, answer two questions: How do customers rate each of the nineteen elements of service? And how closely related is each of those ratings to the overall rating?
- To visually display the results of this kind of analysis means using a simple graph with the 1-7 rating on one axis (the horizontal axis) and the correlation on the other (vertical) axis. However, there are challenges to doing this. The major challenge for the analysis is that both the correlations and the ratings all tend to be positive. For example, the service ratings tend to vary more between scores of 4 through 7 than between 1 and 3 (see Figure 35 page 47). There are very few poor ratings, which makes sense, since if many riders rated service negatively, it would be odd if they continued to use the service. Because so few scores are negative, we have to have a way to separate the merely good from the very good scores, not the worst from the best.
- The same kind of problem occurs with the correlations. All aspects of service go into a customer’s evaluation of the overall service. Therefore, we need a good way to differentiate between the stronger and weaker correlations. A useful way to do this is to *standardize* the scores. This simply means to convert the correlation to a relative score – i.e. a score that shows how important each service element is relative to all other elements of service<sup>6</sup>. This procedure enables us to construct a matrix that shows the services which, if improved, would have the most powerful effect on the rating of GoRaleigh service overall.

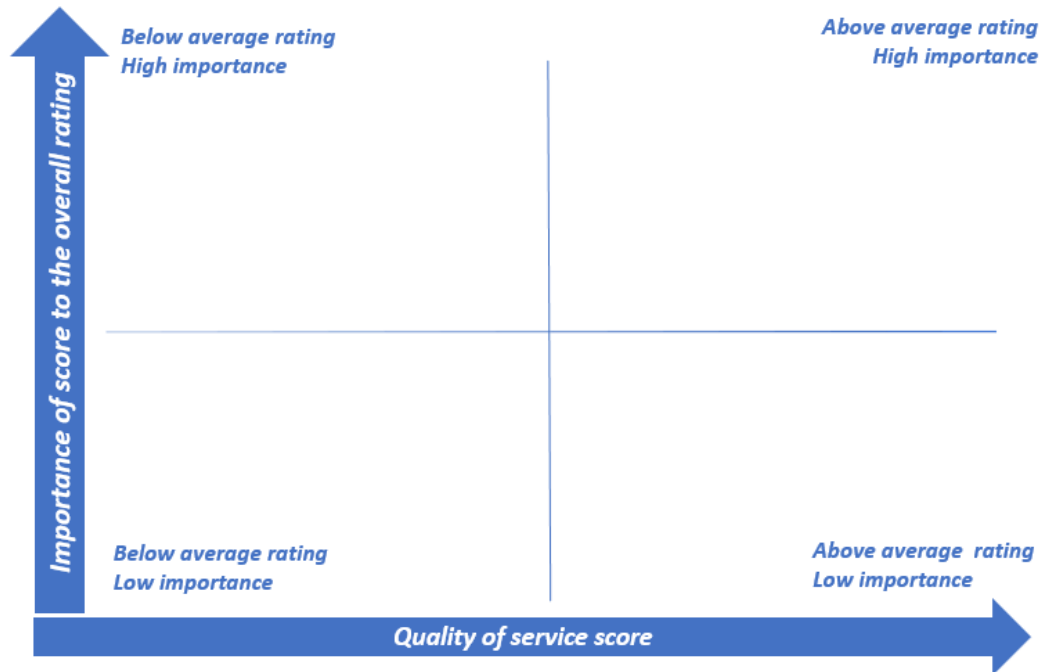
Placing the score in a matrix like the one below will help answer the question: What service improvements would help more to move the needle on the rating of GoRaleigh service overall? To do this, we look at the ratings and at the correlation of each of those ratings with the rating of GoRaleigh service overall. The results can be charted in a matrix like the one below in which the higher a service element is vertically in the matrix, the more important it is to the customer, and the farther to the right it is, the better the customer’s current rating of that service is.

In Figure 38 we will add the actual survey statistics to fill out the matrix. That will show service improvement action priorities as shown below. The elements most in need of improvement are in the upper left quadrant. Those that may be “easier wins,” but with less impact on satisfaction overall, are in the lower left. The elements that must be maintained as strong are in the upper right. The elements in the lower right are those that are in good standing with customers without additional effort by GoRaleigh. However, in some cases (e.g., safety) the element can be volatile if problems arise, so complacency is not an option.

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<sup>6</sup> A correlation coefficient varies from -1 to +1. Realistically in passenger survey data the correlations are always degrees of positive, never negative. The strength of the correlation varies with a narrow range, making differentiation difficult. To resolve that problem, standardization converts the correlation score to a standard deviation. In the matrix in **Error! Reference source not found.**, therefore, the vertical axis varies from -2.5 to +2.5 standard deviations, not from -1 to +1.

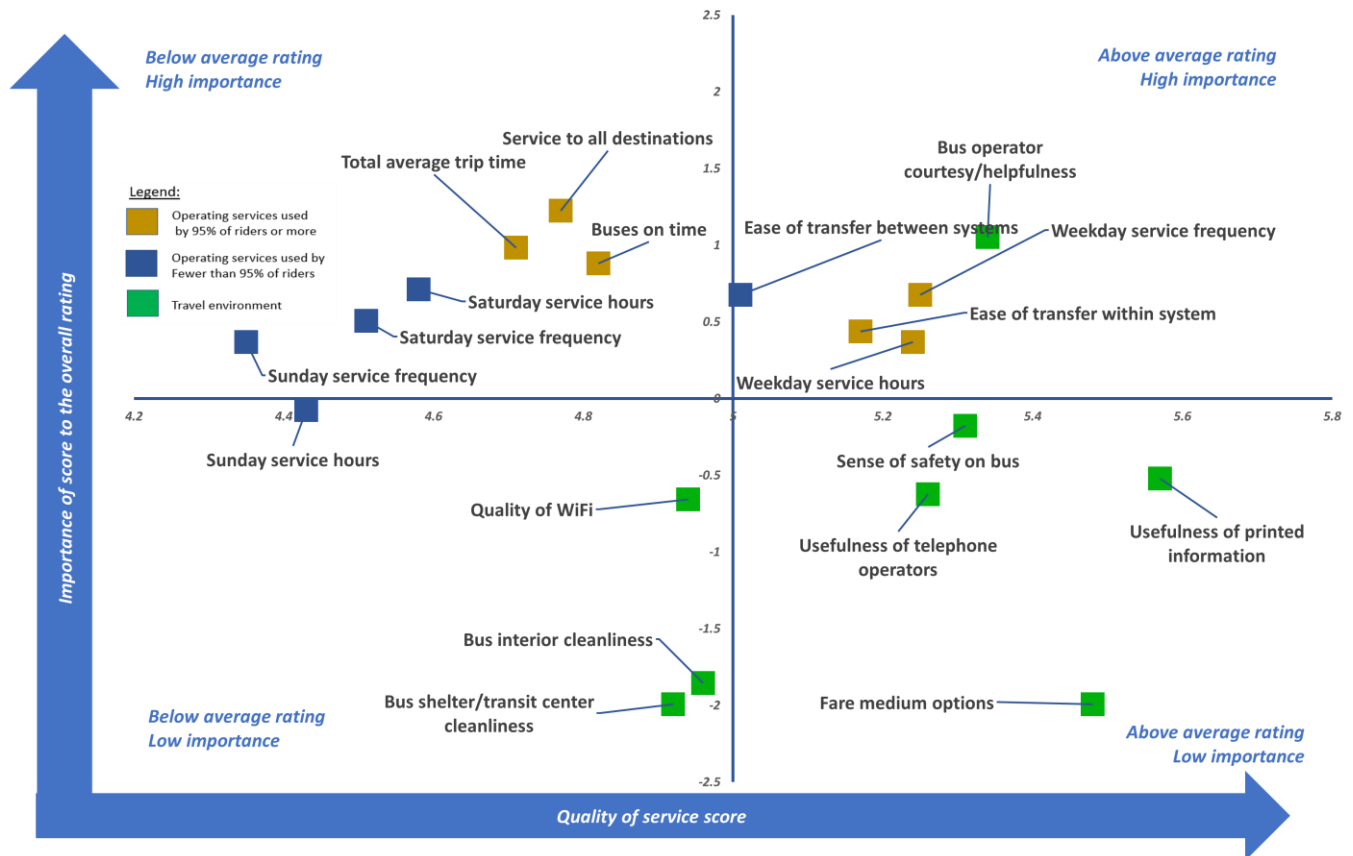
**Figure 37 A Service Improvement Importance Matrix**



The diagram above displays how the nineteen elements of service are positioned within this priority matrix.

- Vertically, it differentiates those aspects of service ranking above and below average in terms of importance in determining the overall GoRaleigh service score. Items above the center line are above average in importance.
- Horizontally, it differentiates aspects of service rated below average to the left of the line and above average to the right.

**Figure 38 Relationship between Overall Performance Rating and Ratings of Individual Service Elements**



## Relationship between Overall Performance and Individual Service Elements

In the chart, the location of a service vertically, up or down along the *vertical axis indicates the strength of its correlation* with, and presumably influence on, the overall rating for GoRaleigh service. The higher on that axis, the more important we can assume that element is in influencing the score for service overall. The lower on the line, the weaker it is. The *horizontal axis indicates the rating score* for the individual element of service relative to the rating of all rating scores. The farther to the left, the poorer the rating compared to the average of all ratings, and the farther to the right, the better the rating compared to the average of all ratings. The two lines cross at the mid-points of the scores.

In considering the matrix above, keep in mind that the position of a service element in the matrix is based on its rating *relative to the average for all scores*. For example, a service element appearing at the right means that it is rated *better than the average of all service elements*. If, for example, the average score for all nineteen service elements were, say, 3.0, and the score for a specific element were 4, it would have a *relatively* positive score in spite of the fact that in absolute terms on a scale from 1 – 7, a 4 would be a neutral score, not a highly positive score. It would be, in short, better than average<sup>7</sup>.

<sup>7</sup> The statistic is called the Z-score in statistics jargon and is based on the number of standard deviations from the mean for the correlation score. The scores from -2.5 to +2.5 shown on the axes are counts of the number of standard deviations from the mean. Note that this is a slight change of method from that used in the 2018 report when both the score itself and the correlation were plotted as standard deviations. It is believed that the current method provides a more stable and intuitively meaningful method.

#### TOP, BOTTOM, LEFT, RIGHT

- Services appearing above the horizontal line are more important to the overall rating of GoRaleigh service than those that appear below the line, those that appear below the line are less important.
- Services appearing at the right of the vertical line are rated better in quality than the services as the left of the line. The closer to the far right, the better the rating; the closer to the far left, the worse the rating.

Elements in the upper right of the chart are currently helping to boost the overall GoRaleigh service rating by being better rated than the average of all nineteen elements of GoRaleigh service, while others (top left quadrant) are currently detracting from it. It is elements in the latter group that require particular attention given that the objective is to improve overall customer ratings, a proxy for customer satisfaction. Elements in the lower left of the chart receive relatively poor performance scores but have relatively little influence on the overall score. Similarly, elements in the lower right quadrant have relatively high rating scores, but they too have little statistical relationship to the overall score and can be assumed to have little influence on it.

#### COLOR CODING SHOWS THE LOCATION OF THE SERVICE TYPES IN THE MATRIX

Notice the color coding of the service elements:

- All of the aspects of service we have labeled “Operating services used by 95% of riders or more” are *above* the horizontal line that indicates average importance to the overall service rating.
- Of the five elements we have labeled “Operating services used by fewer than 95% of riders,” three are above the line of average importance to the overall score, and one, Sunday service hours is just below the line.

#### THE UPPER LEFT QUADRANT: IMPROVING THESE WOULD MOVE THE OVERALL RATING NEEDLE THE MOST

Improving service and thus ratings of the three elements in the upper left quadrant would have the greatest positive impact on the rating of GoRaleigh service overall. Service coverage (“Service to all destinations”), Buses running on time, and Total trip time (time the trip takes) all are fundamental aspects of service, and all appear in this quadrant. Buses running on time is a perennial desire of transit customers and is often found in this position in the matrix. In addition, it was clearly the top priority when respondents were asked to name the top three aspects to improve.

Of course, none of these three services in the upper left quadrant is easily changed. However, the Durham Transit Plan is aimed at just these kinds of structural factors, and over time we should see these scores move to the right in the chart.

#### THE UPPER RIGHT QUADRANT: MAINTAIN THIS RELATIVELY STRONG POSITION

At the upper right are eight elements of service that represent relative strengths among all GoRaleigh services because they score relatively well, and they are important to the overall GoRaleigh rating. Compared to all other aspects of GoRaleigh service, these services are relatively strong and support the current overall positive rating. Two of these, Saturday service hours, and Ease of transfer between systems are operational services used by somewhat fewer riders than other services. Two of the elements in this quadrant are operational services used by almost all customers: Ease of transferring within the GoRaleigh system, and Weekday service hours. Four relate to the travel environment: Bus operators’ courtesy/helpfulness, the Sense of safety on the bus, the Usefulness of the printed information provided by GoRaleigh, and the Usefulness of the GoRaleigh telephone operators. This is an interesting mix of relative strengths, combining the perennial strength of

interactions with the bus operators (almost always in this quadrant in such surveys), information services, and a sense of personal safety with operational elements, including transferring within or between systems, Saturday hours of service, and weekday service hours.

The high importance and positive score of “Bus operator courtesy/helpfulness” illustrates the power of interpersonal interactions in the overall rating of a service.

#### **THE LOWER RIGHT QUADRANT: THIS SERVICE IS GOOD, BUT IMPROVEMENT WOULD BE WELCOME**

Finally, at the lower right are two service elements with high favorable ratings relative to other services, but that under current service configurations are relatively unimportant in influencing overall satisfaction. GoRaleigh does well on these and needs to maintain that level of satisfaction, but efforts to improve all or any one of these would have minimal impact on the rating of GoRaleigh service *overall*.

Weekday service frequency lies in this quadrant to the right side of the matrix indicating a positive rating, but it also lies below the line of average importance to the overall satisfaction score. We saw earlier that it earns 53% ratings of 6 or 7 (see Figure 35). This is important in that this is obviously a key element for a transit system in which two-thirds (67%) of the riders are going to or coming from work, and another 13% are going to or coming from school. Presumably most of these customers are working or attending school during the week, making weekday service a key to customer satisfaction. That 56% rate it as 6 or 7 is a positive sign in that sense.

In other words, riders are apparently satisfied with this service, with the result that it has little impact on variation in the overall rating. Moreover, it is rated in the top three elements to improve by only 13%, placing #9 in the listing of 19 service elements named as important to improve. This a key aspect of service and yet customers are not telling us that they want improvement. They are satisfied with the status quo. The converse of this, however, is that if weekday service frequencies were reduced, it would be likely to lead to rapid disappointment and could indeed have a significant, and negative, impact on the overall rating. Steady as she goes is the message here. The same is true of fare medium options. Customers are satisfied. The task in both cases is to maintain the ratings.

#### **LOWER LEFT QUADRANT: IT WOULD BE NICE TO IMPROVE THESE ELEMENTS, BUT DOING SO WOULD NOT AFFECT THE RATING OF GORALEIGH SERVICE OVERALL BY MUCH**

Six elements of service appear in this quadrant. None is an operating service used by all, or almost all, riders. Instead, these are either services used by most but not all (94% at most) riders. They include Sunday service hours and frequency, and Saturday service frequency. The other elements are aspects of the overall travel environment, the cleanliness of the bus interiors and shelters, and the quality of Wi-Fi service.

Given that the cleanliness of the bus interiors is second on the priority list of elements to improve, its presence at the left of the vertical line of average rating scores is not surprising, but that is below the line of average importance to the overall rating is somewhat surprising. However, what this indicates is that *relative* to other aspects of service which are more basic in the operational sense of getting people to where they want to go, these tend to be both lower rated, and less important than average in their impact on the overall rating.

The quality of Wi-Fi service also appears in this quadrant, just below average (i.e., just to the left of the vertical axis) and very low on that axis indicating that it has very little influence on the overall GoRaleigh rating.

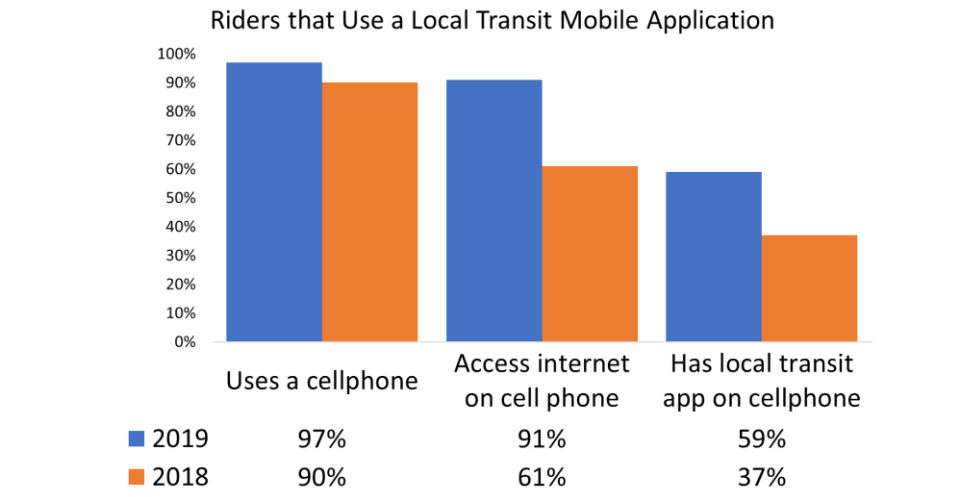
#### **THE POTENTIAL FOR DEMOGRAPHIC CHANGE WITHIN THE RIDERSHIP TO ALTER RATINGS AS SERVICE IS CONTINUALLY IMPROVED**

Finally, the Durham Transit Plan, coupled with related transit plan in the Triangle Region, represents a profound change in transit service levels. The survey reported here deals only with the current 2019 riders. As services are continually improved, the demographic base of the ridership is likely to change. Average income, and probably average age of customers, are likely to increase. The ethnic mix might also change as new geographic areas are served. More people are likely to begin relying on the service to get to professional and other white-collar jobs. If, and when such changes occur, in spite of objective improvements in service, how they are reflected in service ratings is uncertain because new customer attracted by better service may be more demanding.

## Mobile Communication

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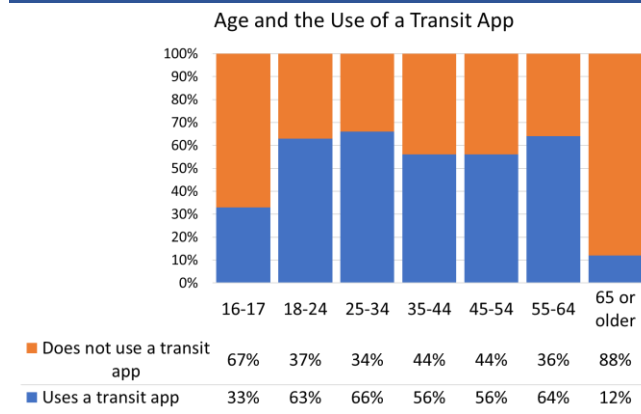
**Figure 39 Use of Cell and Smart Phones and the Transit App**



### Use of Cell and Smart Phones, and Use of the Transit App

Among GoRaleigh customers, cell phone ownership is high, but not quite universal, with 97% of customers indicating they use a cell phone. Almost all of the cellphone users (91%) say they access the internet on it. This has increased rapidly from 2018 when only 61% said they accessed the internet on their cellphone. Fifty-nine percent (59%) of customers use a transit app on their phones, up from 37% in 2018

**Figure 40 Age and the Use of Mobile Transit App**



The number of customers using a transit app indicates that more than half of GoRaleigh customers are now using their smartphones as transit information sources, that practice is not yet universal. Other communication modes continue to be necessary.

That mobile apps cannot (yet) be relied on to provide the only communications channel to the GoRaleigh ridership is illustrated by the results shown in Figure 40. In most age groups one-third or more of GoRaleigh riders still do not use a transit app. This is extreme among those 65 or older among whom only 12% use such an app. But there are between 36% and 44% of

all other age groups from 18 to 64 who do not use a transit app. We do not know why they do not use a transit app. Perhaps they are so accustomed to using GoRaleigh that they feel no need for it. Or perhaps some of them are not tech savvy. The youngest riders, among whom two-thirds say they do not use a transit app may well be going to or from school and have little need for it.

## Appendix A: Questionnaire

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## Please tell us about how you use GoRaleigh

El cuestionario en español se encuentra en la parte posterior

In the past 30 days, how would you rate GoRaleigh on the following services...

(Circle a rating for each question or check the box indicating that it does not apply to you)



	Excellent			Neutral			Very Poor	Don't know or don't use
1. Buses running on-time	7	6	5	4	3	2	1	<input type="checkbox"/>
2. Frequency of service on weekdays (Mon-Fri)	7	6	5	4	3	2	1	<input type="checkbox"/>
3. Frequency of service on Saturday	7	6	5	4	3	2	1	<input type="checkbox"/>
4. Frequency of service on Sunday	7	6	5	4	3	2	1	<input type="checkbox"/>
5. Hours the buses operate weekdays (Mon-Fri)	7	6	5	4	3	2	1	<input type="checkbox"/>
6. Hours the buses operate Saturday	7	6	5	4	3	2	1	<input type="checkbox"/>
7. Hours the buses operate Sunday	7	6	5	4	3	2	1	<input type="checkbox"/>
8. Total time required to make your usual trip	7	6	5	4	3	2	1	<input type="checkbox"/>
9. Availability of service to all destinations you want to get to	7	6	5	4	3	2	1	<input type="checkbox"/>
10. Ease of transferring within GoRaleigh system	7	6	5	4	3	2	1	<input type="checkbox"/>
11. Ease of transferring between GoRaleigh and other area bus transit systems	7	6	5	4	3	2	1	<input type="checkbox"/>
12. Cleanliness of the bus interiors	7	6	5	4	3	2	1	<input type="checkbox"/>
13. Cleanliness of the bus shelters & transit center	7	6	5	4	3	2	1	<input type="checkbox"/>
14. Your sense of personal safety from other passengers on the buses	7	6	5	4	3	2	1	<input type="checkbox"/>
15. Courtesy and helpfulness of bus operators	7	6	5	4	3	2	1	<input type="checkbox"/>
16. Usefulness of information from 485-RIDE telephone operators	7	6	5	4	3	2	1	<input type="checkbox"/>
17. Usefulness of printed information such as schedules or brochures	7	6	5	4	3	2	1	<input type="checkbox"/>
18. Available ways for you to pay your bus fare	7	6	5	4	3	2	1	<input type="checkbox"/>
19. Quality of wireless internet (WiFi) service	7	6	5	4	3	2	1	<input type="checkbox"/>
20. The quality of GoRaleigh services overall	7	6	5	4	3	2	1	<input type="checkbox"/>

21. Of the services in questions 1 - 19 above, please list the three most important To improve?

1 ☐ Most important \_\_\_\_\_ 2 ☐ 2nd most \_\_\_\_\_ 3 ☐ 3rd most \_\_\_\_\_

22. In a **typical week** on how many days do you use GoRaleigh? (Circle only one)

0 (None - Not a regular GoRaleigh rider) 1 2 3 4 5 6 7

23. What is the **ONE** main purpose for which you **most often** use the GoRaleigh buses? Is it to go to or from... (Check only one)

1 ☐ Work 2 ☐ School/college 3 ☐ Shopping  
4 ☐ Medical/dental 5 ☐ Recreation/event 6 ☐ Other

24. Compared to one year ago, do you currently ride GoRaleigh...

1 ☐ More often 2 ☐ The same 3 ☐ Less often 4 ☐ Did not ride a year ago

25. For your fare on the **first GoRaleigh bus** you boarded during this trip, did you... (Check only one)

1 ☐ pay cash fare for that trip only 2 ☐ buy a day pass on the bus  
3 ☐ use a day pass bought ahead of time 4 ☐ use a 7 or 31 day pass  
5 ☐ use a university or other ID 6 ☐ use a GoPass  
7 ☐ use free senior fare & ID 8 ☐ First GoRaleigh trip was on a free fare route

26. How did you get to the stop where you got on this GoRaleigh bus? (Check only one)

1 ☐ Walked 2 ☐ Biked 3 ☐ Drove  
4 ☐ Uber or Lyft 5 ☐ Was dropped off by family/friend 6 ☐ Other GoRaleigh bus  
7 ☐ Bus other than GoRaleigh 8 ☐ Other \_\_\_\_\_

27. Please check all Triangle Region bus systems you use in a **typical week**.

1 ☐ GoRaleigh 2 ☐ GoDurham 3 ☐ GoTriangle 4 ☐ GoCary  
5 ☐ Chapel Hill Transit 6 ☐ Duke Transit 7 ☐ Wolfline

28. Do you use a cell-phone? 1 ☐ Yes 2 ☐ No

a. If you use a cell phone, do you access the internet on it? 1

## Por favor díganos cómo usa GoRaleigh

En los últimos 30 días, ¿cómo calificaría GoRaleigh en los siguientes servicios...

(Circule una calificación por cada pregunta o marque la casilla que indica que no aplica a usted)



Raleigh

	Excelente		Neutral		Muy Malo	No lo sé o no lo uso		
1. Autobuses funcionan a tiempo	7	6	5	4	3	2	1	<input type="checkbox"/>
2. Frecuencia de servicio entre semana (lun-vier)	7	6	5	4	3	2	1	<input type="checkbox"/>
3. Frecuencia de servicio el sábado	7	6	5	4	3	2	1	<input type="checkbox"/>
4. Frecuencia de servicio el domingo	7	6	5	4	3	2	1	<input type="checkbox"/>
5. Horario de autobuses entre semana (lun-vier)	7	6	5	4	3	2	1	<input type="checkbox"/>
6. Horario de autobuses los sábados	7	6	5	4	3	2	1	<input type="checkbox"/>
7. Horario de autobuses los domingos	7	6	5	4	3	2	1	<input type="checkbox"/>
8. Tiempo total requerido para su viaje diario	7	6	5	4	3	2	1	<input type="checkbox"/>
9. Disponibilidad de servicio a los destinos que desea ir	7	6	5	4	3	2	1	<input type="checkbox"/>
10. Facilidad de transir dentro de GoRaleigh	7	6	5	4	3	2	1	<input type="checkbox"/>
11. Facilidad de transferir entre GoRaleigh y otros sistemas de tránsito del área	7	6	5	4	3	2	1	<input type="checkbox"/>
12. Limpieza de los interiores del autobús	7	6	5	4	3	2	1	<input type="checkbox"/>
13. Limpieza de las paradas y centro de tránsito	7	6	5	4	3	2	1	<input type="checkbox"/>
14. Su sentido de seguridad personal de otros pasajeros en los autobuses	7	6	5	4	3	2	1	<input type="checkbox"/>
15. Cortesía y ayuda de operadores de autobús	7	6	5	4	3	2	1	<input type="checkbox"/>
16. Utilidad de la información de los operadores telefónicos 485-RIDE	7	6	5	4	3	2	1	<input type="checkbox"/>
17. Utilidad de la información impresa, como horarios o folletos	7	6	5	4	3	2	1	<input type="checkbox"/>
18. Formas para pagar la tarifa del autobús	7	6	5	4	3	2	1	<input type="checkbox"/>
19. Calidad del servicio de internet (WIFI)	7	6	5	4	3	2	1	<input type="checkbox"/>
20. Calidad de servicios GoRaleigh en general	7	6	5	4	3	2	1	<input type="checkbox"/>

21. De los servicios en las preguntas 1 a 19 arriba, enumere los tres más importantes ¿Para mejorar?

1 ☐ Más importante \_\_\_\_\_ 2 ☐ 2do más \_\_\_\_\_ 3 ☐ 3er más \_\_\_\_\_

22. En una semana típica, ¿cuántos días usas GoRaleigh? (Circule solo uno)

0 (Ninguno - No es un pasajero regular de GoRaleigh) 1 2 3 4 5 6 7

23. ¿Cuál es el propósito principal numero UNO para el que usa con mayor frecuencia el autobús GoRaleigh? ¿Es para ir o venir de... (Marque solo uno)

1 ☐ Trabajo 2 ☐ Escuela/colegio 3 ☐ Compras  
4 ☐ Médico/dental 5 ☐ Recreación/evento 6 ☐ Otro

24. En comparación con hace un año, ¿actualmente viajas en GoRaleigh...

1 ☐ Mas seguido 2 ☐ Lo mismo 3 ☐ Menos seguido 4 ☐ No viajaba hace un año

25. Para su tarifa en el primer autobús GoRaleigh que abordó en este viaje, ¿Usted... (Marque solo uno)

1 ☐ pago solo en efectivo por ese viaje 2 ☐ compro un pase de un día en el autobús  
3 ☐ uso un pase de un día comprado con anticipación 4 ☐ uso un pase de 7 o 31 días  
5 ☐ uso identificación universitaria u otra 6 ☐ uso un GoPass  
7 ☐ use free senior fare & ID 8 ☐ 1er viaje de GoRaleigh fue ruta de tarifa gratis

26. ¿Cómo llegaste a la parada donde subiste a este autobús de GoRaleigh? (Marque solo uno)

1 ☐ Caminando 2 ☐ Bicicleta 3 ☐ Manejo  
4 ☐ Uber o Lyft 5 ☐ Fue dejado por familia/amigo 6 ☐ Otro autobús GoRaleigh  
7 ☐ Autobús que no sea GoRaleigh 8 ☐ Otro \_\_\_\_\_

27. Marque los sistemas de autobús de Triangle Region que use en una semana típica.

## Appendix B: Rider Comments

---

## GoRaleigh

Route	Comments
1	Some better driver who can be more helpful.
1A	Be blessed.
1A	Need a covered seat at JJ Henderson towers inbound #10. Many elderly and handicapped. Thanks.
1A	None.
1A	Sundays need more frequent bus times!
1A	Yo quisiera que lo normal los dias domingo en la calle leon st
2A	Bus systems should be more frequent and clearer.
2A	Give mike more money.
2A	I stay on Lynn road and the bus doesn't run on Sundays. It stops running at 6:00 PM so I have to walk down highway 70 with kids if we need to go anywhere on Sunday or after 6:00 PM.
2A	None.
2A	The #11 bus is always late. All lines need 24 hour service.
2A	The GoPass was a good idea. Some bus drivers are rude!!
2B	Buses should run normal hours on Sunday and holidays.
2B	Great service GoRaleigh.
2B	Route #6 is often late in the morning coming into the station.
2B	They are useless if you can't get to where you need to go on time and please enforce the no smoking policy at the bus station.
2B	When drivers feel that they can ride by when you are running for the bus.
2B	You're the best!
3	Buses should allow you to catch your connecting bus without missing it. Buses shouldn't leave until All buses have arrived and allowed everyone a chance to transfer.
3	Excellent.
3	Get drivers that want to work and not have attitudes.
3	God bless!
3	Have GoPasses be able to use during weekends.
3	I love GoRaleigh transit.
3	N/A
3	#4 is always late.
3	None.
3	Not all drivers are bad: just a few are rude.
3	Please have service run all day on Sunday. It can be 30 mins or 1 hr. Please have #15 run every 30 minutes Monday-Friday.
3	Should be able to catch connection buses. Should wait at terminal for all buses to arrive. Schedule should match bus arrivals. Hate the split schedules of buses or how one bus changes to another.
3	So far since I've ridden with GoRaleigh everything's good.

3	Some drivers make me mad when I have my music low and to my ear but tell me to turn it off but there is someone in the back some times and someone's listening to rap in the back and it's heard up front but the driver says nothing.
3	The buses are too crowded and usually late.
3	The #3 is always late or doesn't show up. Bus is nasty, always full. Stand up a lot on #3.
3B	Bus drivers need to meet the requirements of the rider. We are not on their time, but ours.
3B	I like the bus system.
4	Bus #11 and #2 are always late. I catch the first bus.
4	Bus #2 and bus #11 always late.
4	Bus is never at the station on time to get to other buses. Always gone, 3 need a bus for Angier avenue.
4	Bus system runs late for #2. Bus drivers don't show any sympathy. Rode the bus for over 5 years nothing was changed with buses running on time.
4	Everything is good.
4	I think GoRaleigh is a very good way of transportation.
4	I think the buses should run on the regular schedule on Sundays.
4	Make #4 run every half hour extended Sunday to midnight. Give grace period for late buses, waiting one hour while my bus was one minute late is ridiculous.
4	Overall positive experience with GoRaleigh. My transit would be greatly benefitted by direct service from Duke Regional to the main Duke University Hospital.
4	Please get rid of the new buses. They are too small.
4	The #6 bus returning to Durham Station weekdays after 4 pm is almost always consistently late, causing us to miss connections.
4	The bus system is fairly good. Some bus drivers can use people skills to avoid unnecessary confrontations. Thank you.
5	Buses are old... And we have experienced some safety issues. But, overall, good way of transportation.
5	Courtesy goes a long way. I would like my bus driver to be courteous to me if I'm being courteous to them.
5	Durham transit really needs to improve on coming on time!!
5	Make improvement on buses to run every 30 minutes on Sundays to the shopping centers.
5	More benches at bus stops.
5	No comment.
5	Thanks!
5	Usually the operator (office) doesn't give the right information about the bus schedule. Also, in Hillsborough the ODX bus does not stop at the Police station.
5K	Don't like the new buses. Don't like the new buses.
5K	Drivers are usually rude, will pull off and leave you if you aren't within a few feet of the sign even though it's obvious you are waiting on the bus.
5K	I feel the transit (Durham) system should be as the transit system in Chapel Hill. I feel that it should be a 24/7 service to the public.
5K	Need to be every five minutes, every route because we are a growing city with a growing need of transportation.

5K	None.
5K	Route #15 needs more stops.
5K	The survey was a tool for customer service. I see improvement.
5K	There are way too many rude bus drivers.
6	Great idea for service.
6	I would like you to provide more frequency of the 6 bus per half hour instead of an hour is better.
6	None.
6B	#6 could use more frequent buses. Turns into #5 and is always late to station around 3-4pm. Men's bathroom at the station *never* stocked with paper towels and rarely clean. Used 2-3 days/week for 7 months.
6B	GoRaleigh.
6B	Great bus.
6B	I would love the opportunity to have four buses running each hour for each bus route.
6B	More bus stops to transfer.
6B	More buses!
6B	Some buses arrive a bit too early which results in missing the bus.
6B	The bus frequency is bad.
6B	The driver personal attendance is terrible. Don't speak at times.
7	Discount fare for 62 years old instead of 65. Drivers ask people to lower volume of music instead of pretending not to hear it.
7	Drivers aren't friendly.
7	GoRaleigh needs to upgrade their services. Service with them has been poor. I try not to deal with GoRaleigh often.
7	Good job.
7	Good job.
7	I don't know.
7	I don't know.
7	I think it's very rude and unsafe to have drivers writing in journals, scratching off lottery tickets, turning around talking/looking at passengers, pouring drinks all while driving (always the same driver).
7	Idk
7	It is ok, occasionally had to tazara tarin when bus was late!
7	It would be nice if the #6 bus could be on time in the afternoon. It's always late. And some of the drivers are rude.
7	Keep it up!
7	Keep up the good work.
7	Makes a long day longer. I had to go grocery shopping. I live where the bus only goes by one-way. Its very inconvenient. Either I have to walk 25 min from a different stop or ride till the wheels fall off.
7	More seating in transit for mobile impaired.
7	N/A

7	Need more bus stop stands. Lowes one is on the wrong side and not lit well. Needs chair for mobility. Deer in woods.
7	Personal.
7	Some questions are not about the bus.
7	The buses are always late. I used the bus for all things. Take my daughter to and from school. Hate people standing up in the front of the bus. Making it hard to get on the bus.
7	This route is long and traffic makes them late sometimes.
7	Very helpful bus drivers. Learned bus routes around downtown and to Charlotte.
7	Your service is very good.
8	Bus drivers need to be more courteous and helpful.
8	Helpful to have someone hand survey.
8	I used the GoLive app and the times are never accurate when I call. Seems like they are going by GoLive also and tell me the same thing that the app is saying. When you ask to speak to a supervisor, they answer not available.
8	Overall, it's dependable.
8	Some drivers are rude and disrespectful and treat passengers any kind of way.
9A	A lot of the drivers are not customer friendly.
9A	Most bus drivers are disrespectful.
9A	Most bus drivers are disrespectful.
9A	Some drivers need customer service training. Not friendly. Buses late all the time.
9A	The Wi-Fi can be better. The buses can be on time more and run later on Sundays.
9B	Better quality of buses. Some buses are over 30 years old. Stop patching up these buses and get new buses. Get a better series. Clean these buses every day.
9B	Bus stop Mount, Level, Church road needs a stop. A lot of people in the area need development.
9B	Clean the seats.
9B	I barely complain but a lot of passengers do complain how sometimes buses are barely on time and I do not like for the seats to be nasty and dirty.
9B	I use like riding the bus but now in my 40's I don't like it the same as earlier years. Got too crowded for not enough drivers and the homeless use it as a bunk to sleep and lounge.
9B	I would really like it if GoRaleigh would extend the route of 9b out to Brier Rose Lane. It is a hassle to walk 15 minutes down the road to catch a bus especially with it beginning to get cold.
9B	No comment.
9B	Our suggestions and serious requests are the cleaning of buses. Thank you.
9B	Thank you! It's not even 7 AM; someone should buy you coffee! More service for far north Durham.
9B	The buses need to be clean and sprayed for bedbugs and lice.
9B	The drivers could be friendlier. Also, at the terminal if your bus is pulling in, the other buses leave before you can transfer to another bus.
9B	There is a stop need at the Dollar General on Lumely and Miami Blvd.
10A	Always on time and good service.
10A	Bus drivers pull in when they get to a bus stop earlier before they supposed to be there. Please be trying to get off work in the afternoon.

10A	Bus drivers popping gum. More responsive to unruly/rude other passengers.
10A	Durham should get the kiosk for passes. The mobile app need work (update). Some of the drivers have bad attitudes.
10A	Gracias el autobus un buen servicio
10A	Valid ID, just not for driving.
10B	Disable the stops. Need some seats and shelters.
10B	I'm homeless.
10B	It would be more convenient for a scanning phone system that I could use because I don't like carrying cash.
10B	Just wondering.... When will the GoRaleigh bus fare become free like our neighbors, Chapel Hill transit?
10B	Keep clean, be on time sometime, once for a mix.
10B	Keep route #10B. Not many use it but I do.
10B	Love the service. Wish it ran more frequently.
10B	None.
10B	Overall GoRaleigh services are great. There is minimal coverage mid-day and the bus routes are not direct for me, thus it takes me a long time to get anywhere or I end up driving/using Lyft more than I like.
10B	Stop talking to drivers (customers).
10N	Cleanliness and safety are biggest concerns. Bums at stops are why I started using Uber.
11	#8 never on time. Always too early or too late and has caused stress at my job. My only means of transport!!!
11	#11 bus is late often!
11	Great job to me GoRaleigh.
11	Great service love them.
11	Solo mi marido trabaja yo cuido mi hijo
11	Text does not work at the stops.
11	The loitering at terminals are completely distracting and deterrent.
11	The # 41 needs to do better.
11	The service is good, just the people on the bus!
11	Would use more frequent service on weekdays and Sundays.
11	More hours for weekdays.
12	#12 at day the bus is always late. Some drivers are not friendly and they speed.
12	Need earlier bus to Chapel Hill UNC especially on Sundays.
12	Need stop by Encore Apt.
12	None
12	Now that's a bit personal.
12	Overall good service.
12	The number #8 bus needs to run every 30 minutes on Saturday for work purposes.
12N	GoRaleigh full of lil funnies.
12N	Please keep bus #15 route going. That bus is my only way to work. I work for Amazon.
12N	Route #12 is usually behind schedule. Leaves last at the station and routinely the last to arrive with Route #11 a close second.

14	The buses need to run the same times 7 days a week.
15	Five years riding the bus to Durham. You guys do a pretty good job. Traffic is bad I know. Please leave route #15 alone or add an express to Durham.
15	Brier Creek needs a sitting area and cover.
15	Buses need more time for Sunday hours past 9 PM and run every 30 minutes on the weekday schedule. Keep drunks off the bus and people cussing and loud music. Drivers need to let passengers know.
15	Can a stop by Shannon Read post office be put up?
15	Durham city buses do a great job.
15	Having GoRaleigh passes available for purchase other than at the station (i.e. Walmart) as well as buses that are down every quarter hour. Otherwise, excellent service.
15	I just feel the #15 bus which I take to work should run every 30 minutes at least during the peak hours. Daily, except Sundays because a lot of us end up late for work if for any reason we miss those two morning runs.
15	If highway is backed up there should be another route the bus can take to remain on time so people can make their other buses.
15	Please continue to run bus #15. It is very useful for those of us who work around that area especially Brier Creek and Amazon. Thank you.
15	The safety is first priority on the bus.
15	Time management for route #15 could be greatly improved if it ran every half hour.
18BCC	Bus drivers need more help. Stop letting people put bags in seats.
18BCC	Could use better on time service.
18BCC	Great service!
18BCC	I have had a few experiences with GoRaleigh buses when I am at the bus stop, on time and the bus has gone past me (4 other passengers) and not stopped.
18BCC	If there is money in the budget, some benches for BCC stops would be nice
18BCC	I'm from the San Francisco Bay area, which has great public transit. I wasn't expecting much when I came here but it's very impressive and I appreciate it a lot.
18BCC	N/A
18BCC	Student
18BCC	The rider app functionality should be improved (transloc). Buses often don't show up. Also, the BCC time predictors are the research drive, roundabout ave unreliable (pauses before turning around for unpredictable length of time)



# Wake County Transit Systems Customer Survey **SUMMARY REPORT**

June 2016

Prepared by:



Prepared for:



# Wake County Transit Systems Customer Survey Summary Report

**June 2016**

**Prepared for:**

**City of Raleigh/GoRaleigh**

**in coordination with**

**GoTriangle**

**C-Tran**

**Wolfline**

**Capital Area Metropolitan Planning Organization**

**Prepared by:**



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# Executive Summary

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Between October 2015 and November 2015, transit providers in Wake County, including GoRaleigh, GoTriangle, C-Tran, and Wolfline, conducted a regional on-board fixed route transit survey. The survey findings are summarized in this Executive Summary and presented in detail in the report sections that follow.

## Survey Purpose

The individual results for each transit system will be used by agencies to identify needs and determine potential improvements. The comprehensive results will be used to help inform the continued development of an updated regional Transportation Demand Model (TDM) that will help shape the future of transportation planning in Wake County. Overall, the results of the survey will help transit providers in Wake County to work collectively to provide enhanced transit services to the region, while assessing their systems independently. It will also enable transit providers to build on prior efforts, including the 2010 Capital Area Bus Transit Rider Survey.

When evaluating the survey findings, it is important to recognize that the service characteristics of each transit provider influence the results. From the regional commuter service of GoTriangle to the higher volume urban bus service of GoRaleigh and smaller community service of C-Tran, as well as the campus-oriented Wolfline, riders served by these systems will have differing needs, expectations, and perceptions of service.

The survey was conducted by interviewers using hand-held tablets on-board transit buses for all transit agencies serving Wake County. The survey included questions about trip characteristics, rider demographics, and customer satisfaction and perception of transit agencies. It included questions required to meet data requirements of the regional travel demand model, Metropolitan Transportation Plan (MTP) update, and has incorporated or updated questions from previous on-board surveys as appropriate. The survey methodology and survey questions were developed with input from each agency and reviewed and approved by each agency.

## Major Findings

Detailed findings from the survey are presented in the report. Collectively, key findings are that bus transit is a vital form of transportation in Wake County, bus transit serves a diverse population in Wake County, and riders are satisfied with transit agencies in Wake County.

### Bus transit is a vital form of transportation in Wake County

Wake County riders use transit to get to major destinations like their homes, job, and learning institutions. The vast majority of riders are walking to their bus (91 percent), and to their final destinations (96 percent), which indicates riders have the ability to eliminate the use of personal vehicles as a form of transportation to these major destinations.

Access to transit is also vital, as 41 percent of riders indicate they have no working vehicle available to their household, and a majority of riders (59 percent) who have a working vehicle available to their household indicate they cannot use the vehicle for their trips. Combining this information with the data showing that 46 percent of riders are employed either part-time or full-time, and 39 percent are students, further highlights transit as a necessity for many riders to get to work, school, home, and other daily destinations. In addition, high percentages of riders using the buses in Wake County report low household incomes, further indicating that agencies in Wake County are serving transit-dependent populations. For example, over one-third (39 percent) of riders earned less than \$15,000 (in 2014) and 78 percent of ridership earned less than 150 percent of the federal poverty level.

### Bus transit serves a diverse population in Wake County

Wake County transit agencies serve a broad and diverse ridership. Some aspects of the demographic data presented for all systems is affected by the student population majority that uses Wolfline; however, demographic data collected during the survey indicates that the largest proportion of riders (44 percent) are between the ages of 18-24, followed by 25-34 year olds (23 percent), 35-44 year olds (12 percent), 45-54 year olds (11 percent), and 55-64 year olds (6 percent). Low percentages of riders are under age 18 or over age 65.

Across all systems, ridership race and ethnicity data reflect that about 45 percent of riders are African-American, 38 percent are White, 7 percent are Asian-American, 1 percent are Native American, less than 1 percent are Native Hawaiian or Pacific Islander, and 8 percent of riders are ethnically Hispanic/Latino. When compared to Wake County demographics, fixed route transit ridership has a higher proportion of minority ridership than that of the general population. 2014 Census population estimates show that 61 percent of the population are White/Non-Hispanic, 21 percent are African American, 6 percent are Asian-American, less than 1 percent are Native American, less than 1 percent are Native Hawaiian and Pacific Islander and 10 percent are ethnically Hispanic or Latino.

Survey results also reflect a diverse ridership history among transit users in Wake County. Those who have been using transit for over 4 years make up about 28 percent of riders, while those who have been riding for 3-4 years make up about 17 percent, 1-2 years comprise about 28 percent, and less than 1 year comprise about 26 percent of riders. First-time riders make up the remaining approximately 2 percent. These data show a balance of long-standing riders and newly-established riders, who will help to build a continued strong ridership base for the future.

### Riders are satisfied with transit agencies in Wake County

The survey included questions to help agencies understand customers' perceptions of their performance. Performance of buses running on time, and the frequency of service receive high levels of satisfaction, with about 75 percent of riders indicating they are either satisfied or very satisfied with the on-time performance of buses, and about 67 percent indicating they are either satisfied or very satisfied with the frequency of service. Other areas of service receive even higher marks of satisfaction. These include riders being either satisfied or very satisfied with: safety of bus stops (84 percent), courtesy of drivers (83 percent), safety of drivers (89 percent), on-board safety/security (88 percent), cleanliness and comfort of buses (80 percent) and (81 percent), easy-to-understand route information (84 percent), and fare/cost to ride (81 percent).

Aspects of service with higher percentages of riders being either dissatisfied, or very dissatisfied include weekend service and bus stop amenities. When asked about weekend service, 34 percent of riders indicate they are either dissatisfied or very dissatisfied, while 33 percent indicate they are satisfied or very satisfied. When asked about bus stop amenities, 24 percent of riders indicate they are either dissatisfied or very dissatisfied. About 18 percent of riders also indicate they are dissatisfied or very dissatisfied with hours of service.

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## Overview

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Transit providers in Wake County, North Carolina, collaborated to develop and administer a customer survey in 2015. The survey was conducted using tablet-based technology on transit trips with riders of the GoRaleigh, GoTriangle, Cary Transit (C-Tran), and the North Carolina State University Wolfline (Wolfline) systems. The purposes of the survey were to provide insights into transit riders' travel, demographic, and attitudinal characteristics.

The results from the survey will be used in various ways. The comprehensive results will be used to help inform the continued development of an updated regional Transportation Demand Model (TDM) that will help shape the future of transportation planning in Wake County. The individual results for each transit system will be used by agencies to identify needs and determine potential improvements. Overall, the results of the survey will help transit providers in Wake County to work collectively to provide enhanced transit services to the region, while assessing their systems independently.

# Survey Methodology Summary

The following methodology summarizes the approach to developing, administering, and reporting the survey. A detailed survey methodology memorandum is provided as Appendix A.

## Surveyed Systems

The survey was conducted by interviewers using hand-held tablets on board transit buses for all transit agencies serving Wake County – GoRaleigh (formerly Capital Area Transit), GoTriangle (formerly Triangle Transit), C-Tran, and Wolfline. These agencies serve the City of Raleigh, the Research Triangle region, the Town of Cary, and North Carolina State University, respectively. The survey included all GoRaleigh, C-Tran, and Wolfline routes, while the GoTriangle routes were limited to those with all or a portion operating in Wake County. The survey methodology and survey questions were developed with input from each agency and reviewed and approved by each agency.

## Survey Instrument

The survey included questions about trip characteristics, rider demographics, and customer satisfaction and perception of transit agencies. It included questions required to meet data requirements of the regional travel demand model and Metropolitan Transportation Plan (MTP) update and incorporated or updated questions from previous on-board surveys as appropriate. While the core survey questions were consistent for all agencies, some answers were agency-specific. In addition, the GoRaleigh survey included additional questions designed to measure brand awareness. The survey instrument was developed in both a tablet (electronic) and print (paper) format. The data collected includes:

- Route surveyed, time and direction
  - Transfer information
  - Origin and destination
  - Boarding and alighting location
  - Access and egress modes
- Trip purpose
  - Method of payment
  - Demographic information
  - Customer satisfaction
  - Brand awareness (GoRaleigh only)

## Training and Testing

All surveyors were trained in the classroom and in the field prior to the on-board survey administration. Each surveyor was required to demonstrate they could proficiently conduct the survey. Surveyors who were unable to demonstrate proficiency in all tasks related to the administration of the survey were replaced. Surveyors were also reviewed throughout the data collection effort and were retrained if issues were encountered.

A pilot test of the survey instrument was conducted by survey supervisors. The pilot test addressed survey design, length, and response rate and was carried out simultaneously with training sessions. Results of the pilot test were used to make changes to the survey instrument and methodology prior to survey administration.

## Survey Sampling and Dates

A sampling plan for weekday travel was developed using historic average weekday ridership by route for the following defined time periods:

- AM Peak (6:00 AM – 9:59 AM)
- PM Peak (3:30 PM – 7:29 PM)

- Midday (10:00 AM – 3:29 PM)
- Evening (7:30 PM – 12:00 AM)

Surveying occurred on Mondays, Tuesdays, Wednesdays, and Thursdays between October 5, 2015 and November 19, 2015. Some routes required survey administration over multiple days to collect the target number of responses. The full survey schedule and sampling goals for all systems, routes, directions, and time periods are included in Appendix B.

## Survey Administration

The survey team used an interview technique aided by tablets that integrates geographic information system (GIS) software to allow for accurate geocoding of most survey data as the survey is taken. Spanish-speaking surveyors and copies of surveys in Spanish were made available.

Riders were selected at random to participate in the survey based on the sampling goals established for each route. After the surveys were administered on board, survey records were reviewed to ensure all necessary information was provided. If any information was missing, survey respondents were called to complete the survey by phone.

## Data Processing

To analyze the results of the surveys, the sample data was expanded to the full ridership by route. For the purposes of this report, the survey sample data was expanded based on total daily ridership.

The number of completed surveys for each route was compared to the average daily ridership during the survey period. This ratio was used to develop expansion factors for each route that were used to weight each individual completed survey.

The expanded data was used for all of the results and analysis presented in subsequent sections of this report. Details on completed surveys and the sample expansion are included as Appendix C.

# Survey Results

All survey results are provided for the expanded survey data. The survey results describe trip profiles, rider demographics, and customer satisfaction. Brand awareness questions asked on GoRaleigh routes are summarized with customer satisfaction and perception.

Charts are used to visually represent the expanded survey data. Pie charts are mainly used for nominal data types and bar charts are mainly used for interval and ratio data types. For questions where potential responses differ across agencies, such as type of pass or card used, data are not compiled across all systems. Additional tables are provided to summarize origin and destination data following the questions “Where was the very last place you were before getting on the bus?” and “Where are you going once you get off your last bus on this one-way trip?”. Questions and response data are grouped in three categories: trip characteristics; rider and household characteristics; and customer satisfaction, perception and brand awareness.

## Trip Characteristics

This section contains questions about fixed route transit trip characteristics include the origin and destination of the trips, mode of transportation used to get to the buses and final destinations, number of transfers, and types of fares and payment methods. Trip information will help each transit agency understand how their systems are being used by their customers, and can help to determine enhancements to services. Trip characteristics data are summarized in this section to address the following subjects:

- Where was the very last place you were before getting on the bus?
- Where are you going once you get off your last bus on this one-way trip?
- Trip Purpose Summary
- How will you get to where you are going when you get off your last bus?
- Total transfers made during one-way trips
- Will you (or did you) make this trip using the same transit routes in exactly the opposite direction today?
- What type of fare did you pay for this one-way trip?
- Did you use a transit pass or card?
- What type of transit pass or card did you use for this one-way trip?

The specific address information for origin and destination collected during the survey can be used for detailed analysis to support the TDM.

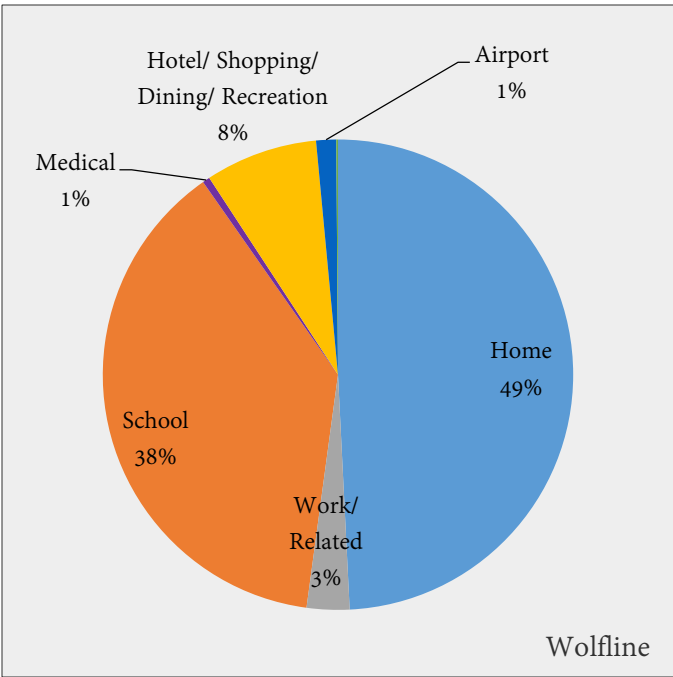
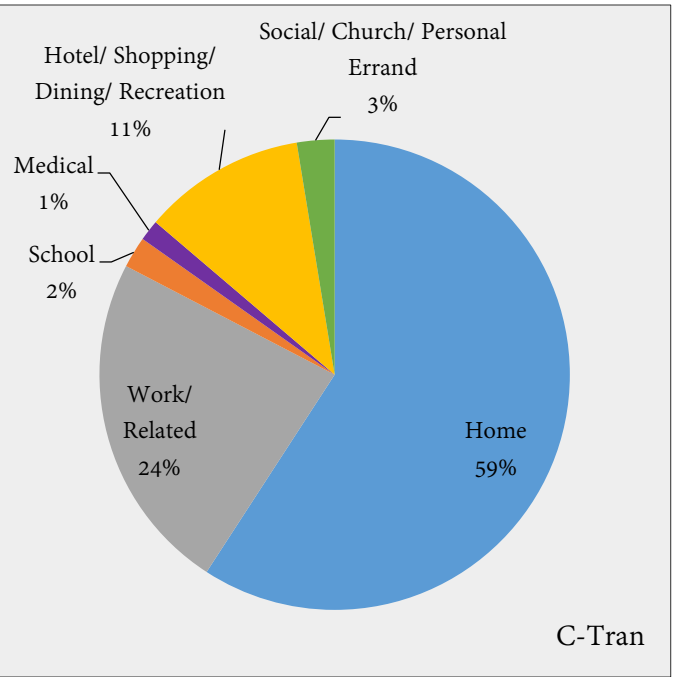
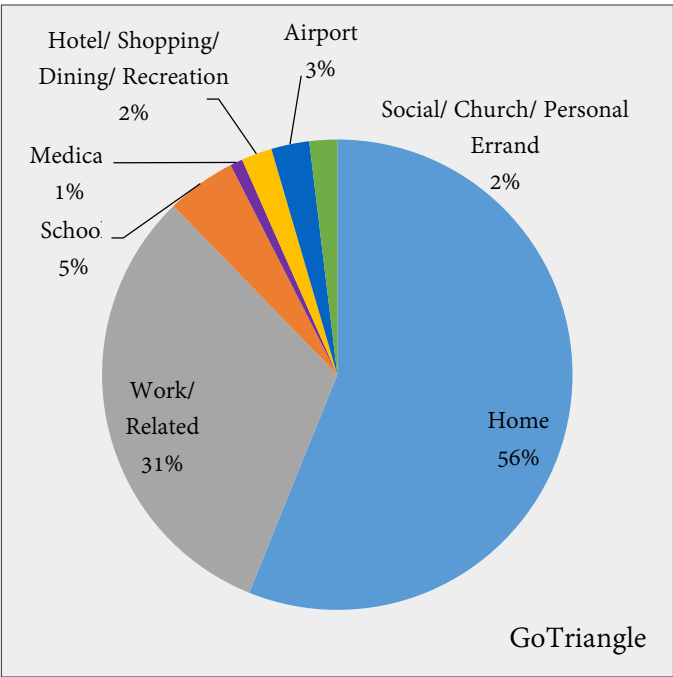
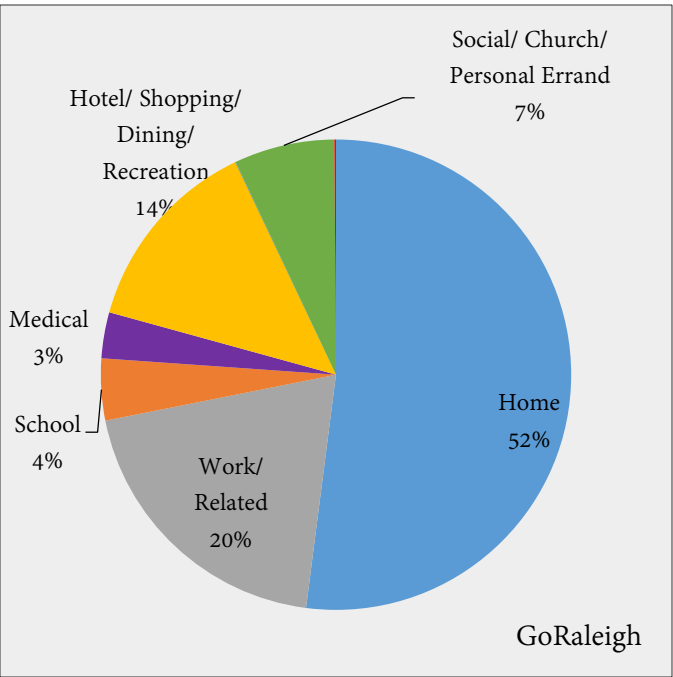
Where was the very last place you were before getting on the bus?

Key Findings

The following are key highlights of the responses from riders when asked where they were before getting on the bus. This information helps transit agencies understand what types of origins are common among their riders. Data for ‘Work’ and ‘Work related’; ‘Hotel’, ‘Shopping’, ‘Dining’ and ‘Recreation’; and ‘Social’, ‘Church’ and ‘Personal Errand’ are grouped in the pie charts and all systems table for legibility.

System	Key Observations
All	<ul style="list-style-type: none"><li>Home is the most common origin for riders across all systems (51.3%)</li><li>School is the second-most common origin for riders across all systems (18.2%), but work/work-related is the second-most common origin for three out of four systems (13.6%)</li></ul>
GoRaleigh	<ul style="list-style-type: none"><li>Home is the most common origin for GoRaleigh riders (52.0%)</li><li>Work/work related is the second-most common origin for GoRaleigh riders (19.8%)</li></ul>
GoTriangle	<ul style="list-style-type: none"><li>Home is the most common origin for GoTriangle riders (56.1%)</li><li>Work/work related is the second-most common origin for GoTriangle riders (31.6%)</li></ul>
C-Tran	<ul style="list-style-type: none"><li>Home is the most common origin for C-Tran riders (59.2%)</li><li>Work/work related is the second-most common origin for C-Tran riders (23.5%)</li></ul>
Wolfline	<ul style="list-style-type: none"><li>Home is the most common origin for Wolfline riders (49.2%)</li><li>School is the second-most common origin for Wolfline riders (38.1%)</li></ul>

Results for Individual Systems



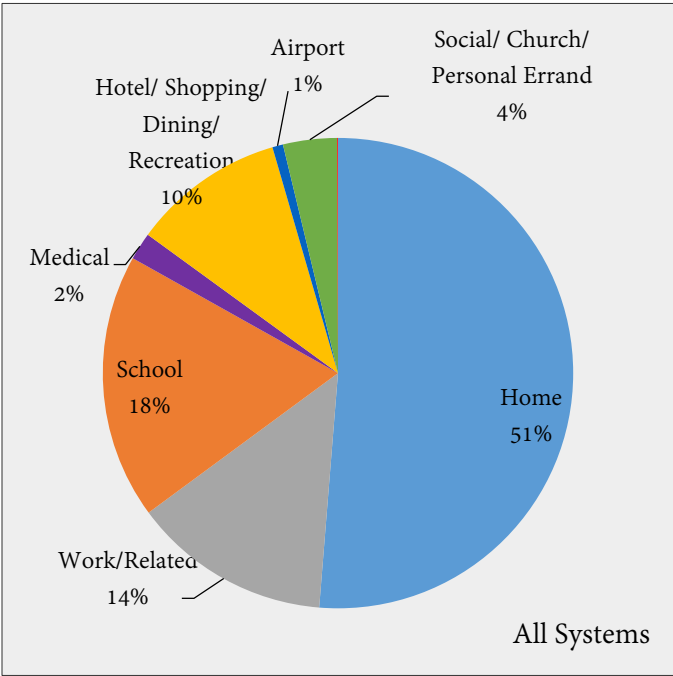
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
Home	51.3%
School	18.2%
Work/Work related	13.6%
Hotel/Shopping/Dining/Recreation*	10.5%
Social/Church/Personal Errand**	3.7%
Medical	1.9%
Airport	0.7%
Other	0.1%

\*Combines Hotel/Convention Center, Shopping, Restaurant/Dining and Recreation/Sightseeing/Sporting Event

\*\*Combines Social Visit, Other (“Church”), and Other (“Personal Errand”)



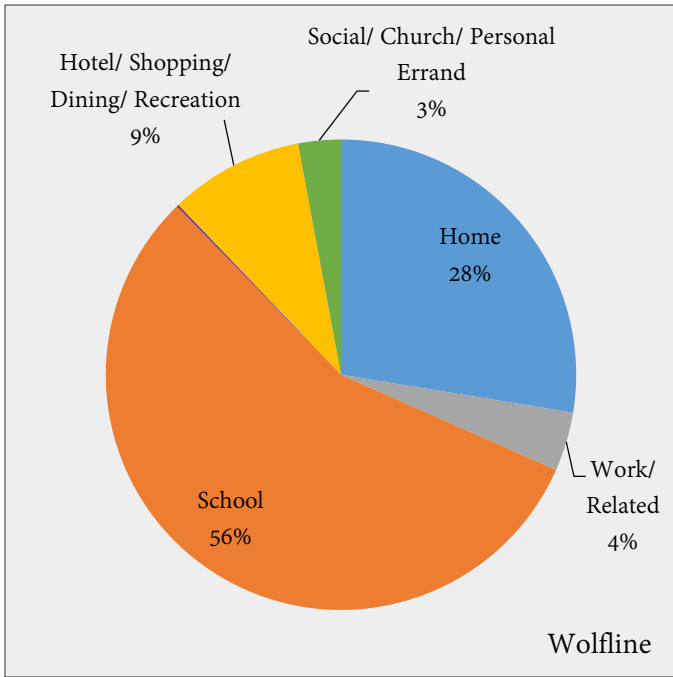
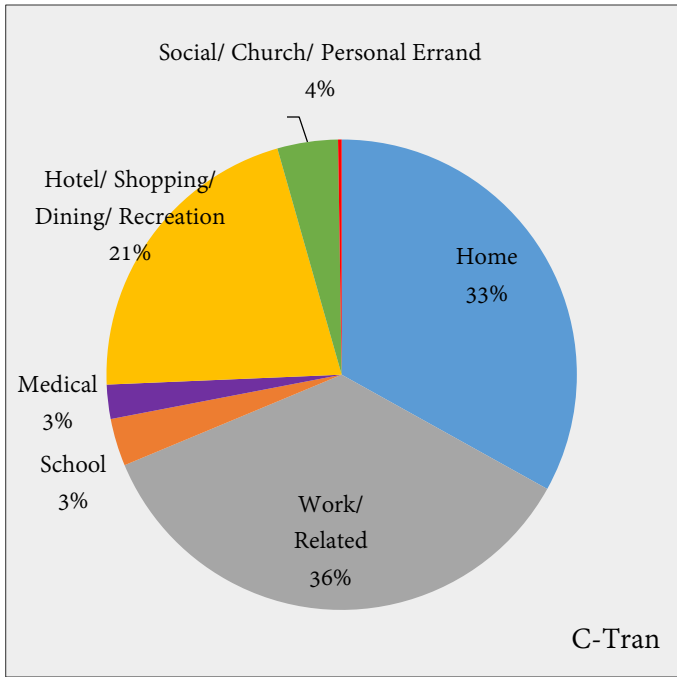
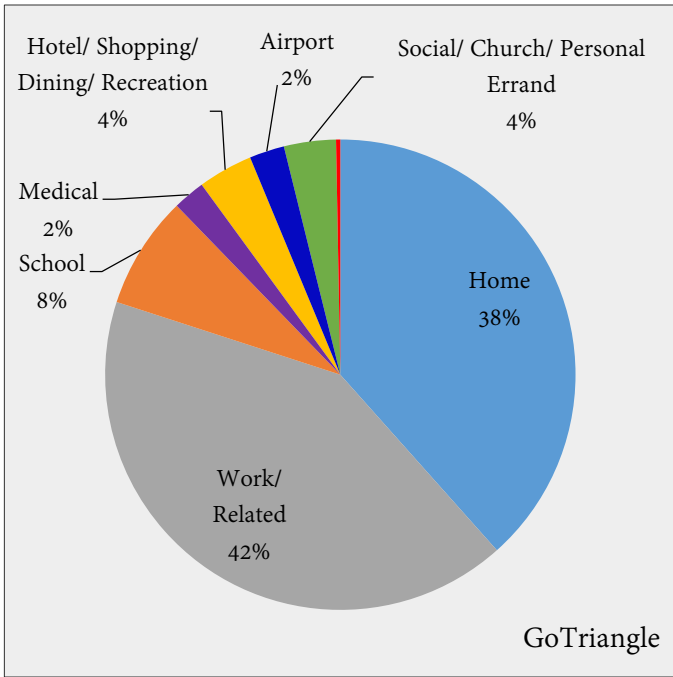
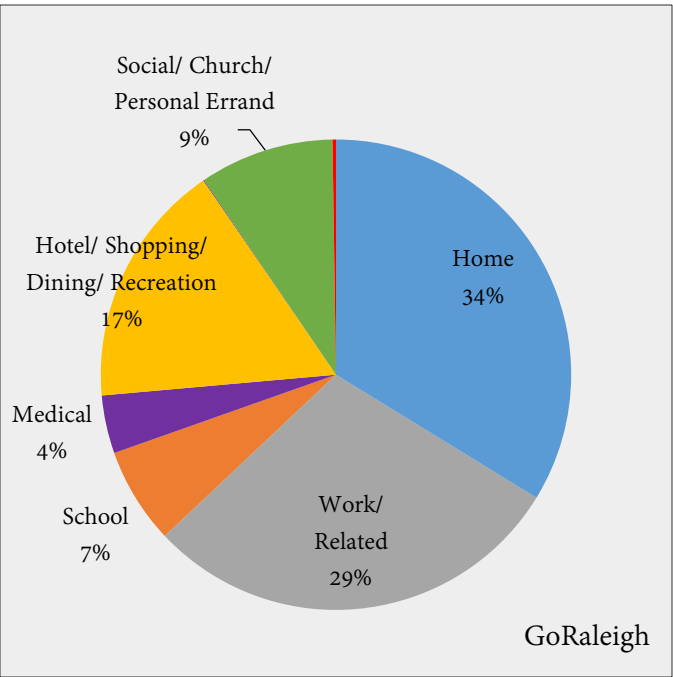
Where are you going once you get off your last bus on this one-way trip?

Key Findings

The following are key highlights of the responses from riders when asked where they are going once they get off their last bus on their one-way trip. This information will help transit agencies understand what types of destinations are common among their riders. Data for ‘Work’ and ‘Work related’; ‘Hotel’, ‘Shopping’, ‘Dining’ and ‘Recreation’; and ‘Social’, ‘Church’ and ‘Personal Errand’ are grouped in the pie charts for legibility.

System	Key Observations
All	<ul style="list-style-type: none"><li>Home is the most common destination for riders (31.5%)</li><li>School (27.0%), work/work-related (19.7%), and hotel/shopping/dining/recreation (13.1%) are also common destinations for riders</li></ul>
GoRaleigh	<ul style="list-style-type: none"><li>The most common destination for riders is home (33.8%)</li><li>The second-most common destination for riders is work/work related (29.2%)</li></ul>
GoTriangle	<ul style="list-style-type: none"><li>The most common destination for riders is work/work related (41.6%)</li><li>The second-most common destination for riders is home (38.4%)</li></ul>
C-Tran	<ul style="list-style-type: none"><li>The most common destination for riders is work/work related (35.6%)</li><li>The second most-common destination for riders is home (33.1%)</li></ul>
Wolfline	<ul style="list-style-type: none"><li>The most common destination for riders is school (56.1%)</li><li>The second most common destination for riders is home (27.6%)</li></ul>

Results for Individual Systems



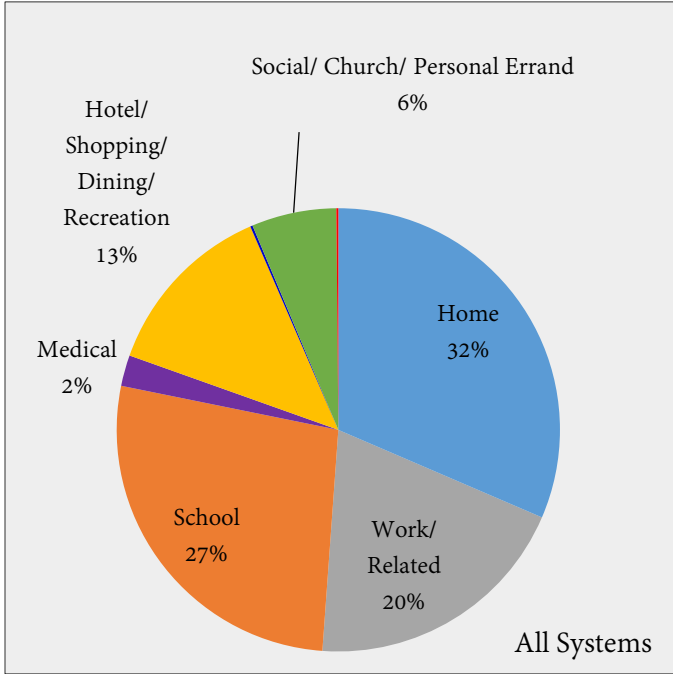
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
Home	31.5%
School	27.0%
Work/Work related	19.7%
Hotel/Shopping/Dining/Recreation*	13.1%
Social/Church/Personal Errand**	6.2%
Medical	2.3%
Airport	0.2%
Other	0.1%

\*Combines Hotel, Shopping, Dining and Recreation

\*\*Combines Social, Other (“Church”), and Other (“Personal Errand”)



Trip Purpose Summary

Response data for the origin and destination questions, “Where was the very last place you were before getting on the bus?” and “Where are you going once you get off your last bus on this one-way trip?,” are summarized in the table below. The most commonly occurring trip purposes and their frequencies are shown by system. In addition to these tables, an account of all the occurring origin and destination pairs by system can be found in Appendix D.

Trip Purpose Summary								
Trip Purpose	GoRaleigh		GoTriangle		C-Tran		Wolfline	
	Total	Percent	Total	Percent	Total	Percent	Total	Percent
Place of Employment	9,411	38.6%	1,861	66.5%	615	52.8%	871	4.4%
Other Work Related	1,578	6.5%	97	3.5%	31	2.6%	236	1.2%
College/University	1,758	7.2%	296	10.6%	48	4.2%	15,363	77.0%
School (K-12)	469	1.9%	43	1.5%	5	0.5%	24	0.1%
Restaurant	1,169	4.8%	27	1.0%	31	2.6%	997	5.0%
Recreation	685	2.8%	22	0.8%	46	3.9%	508	2.5%
Medical	1,518	6.2%	86	3.1%	41	3.6%	121	0.6%
Social Visit	2,764	11.3%	138	4.9%	57	4.9%	651	3.3%
Shopping	2,814	11.5%	85	3.0%	279	24.0%	1,086	5.4%
Other	2,199	9.0%	143	5.1%	11	1.0%	85	0.4%
Total	24,365	100.0%	2,798	100.0%	1,164	100.0%	19,942	100.0%

How did you get to your first bus?

Key Findings

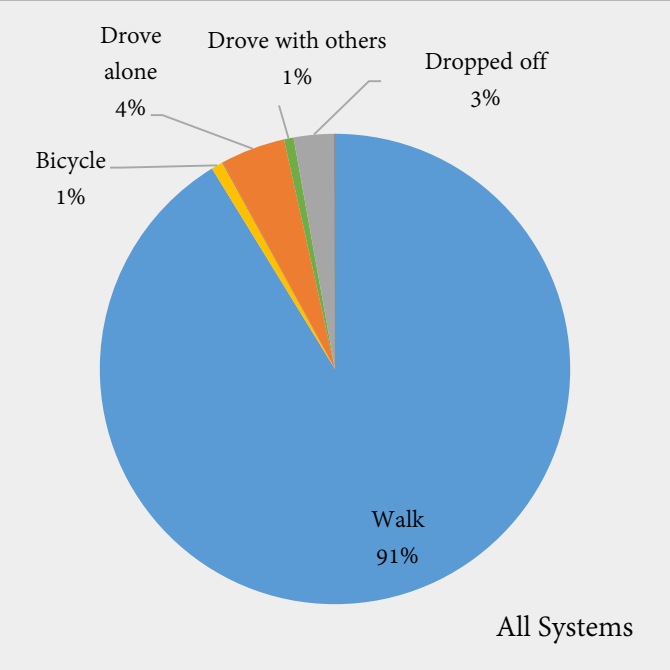
The following are key highlights of the responses from riders when asked how they got to the bus for the start of their one-way trip.

System	Key Observations
All	<ul style="list-style-type: none"><li>The vast majority of riders walk to the bus (91.2%)</li><li>A small minority of riders also drive alone (4.4%), get dropped off (2.8%), bicycle (0.8%), or drive with others (0.7%)</li></ul>
GoRaleigh	<ul style="list-style-type: none"><li>The vast majority of riders walk to the bus (93.9%)</li><li>A small minority of riders get dropped off (3.9%), bicycle (1.0%), drive alone (0.8%), or drive with others (0.3%)</li></ul>
GoTriangle	<ul style="list-style-type: none"><li>A substantial majority of riders (73.9%) walk to the bus, but some also drive alone (12.0%) or get dropped off (9.0%)</li><li>A small minority of riders drive with others (3.5%), bicycle (1.8%) or use other means (0.2%)</li></ul>
C-Tran	<ul style="list-style-type: none"><li>More riders walk to the bus compared to other systems (94.6%)</li><li>A small minority of riders also bicycle (2.0%), get dropped off (1.6%), use a wheelchair (0.9%), drive alone (0.4%) drive with others, (0.2%) or use other means (0.2%)</li></ul>
Wolfline	<ul style="list-style-type: none"><li>The vast majority of riders walk to the bus (90.2%), but some drive alone (8.1%)</li><li>A small minority of riders drive with others (0.8%), get dropped off (0.6%), or bicycle (0.3%)</li></ul>

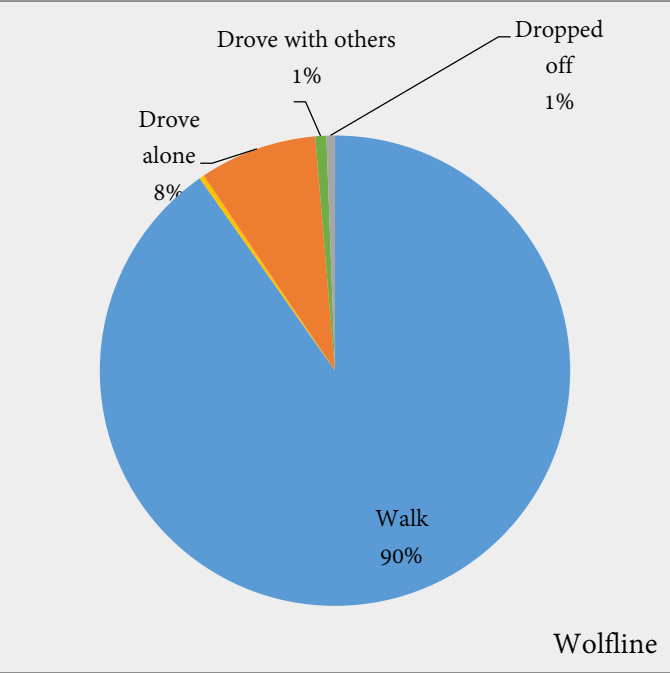
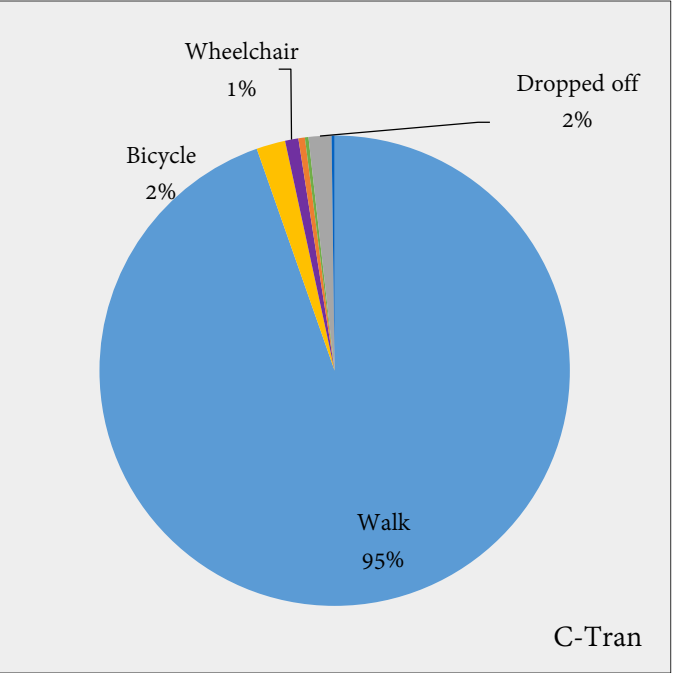
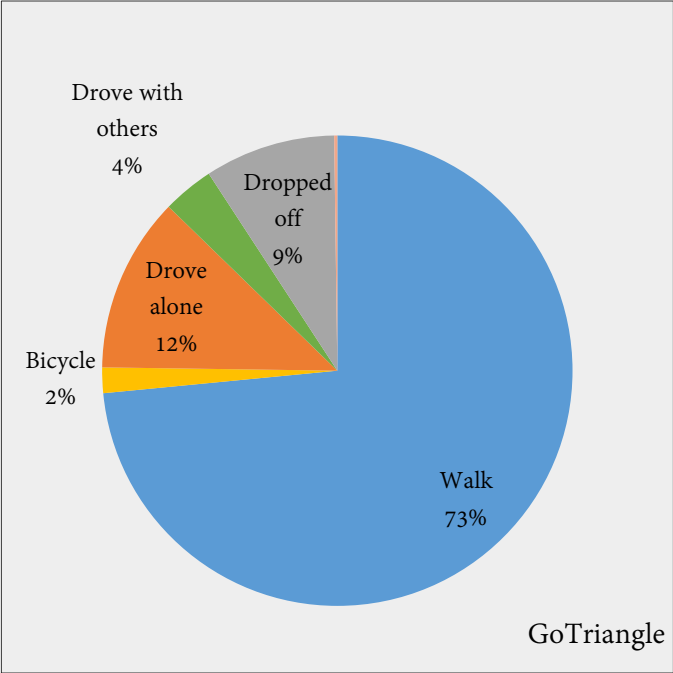
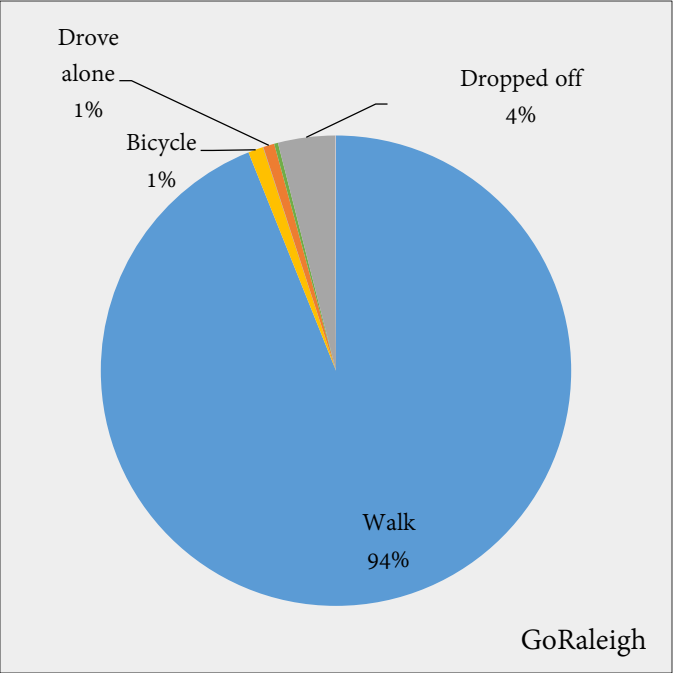
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
Walk	91.2%
Drove alone	4.4%
Dropped off	2.8%
Bicycle	0.8%
Drove with others	0.7%
Wheelchair/motorized scooter	0.0%
Other	0.0%



Results for Individual Systems



How will you get to where you are going when you get off your last bus?

Key Findings

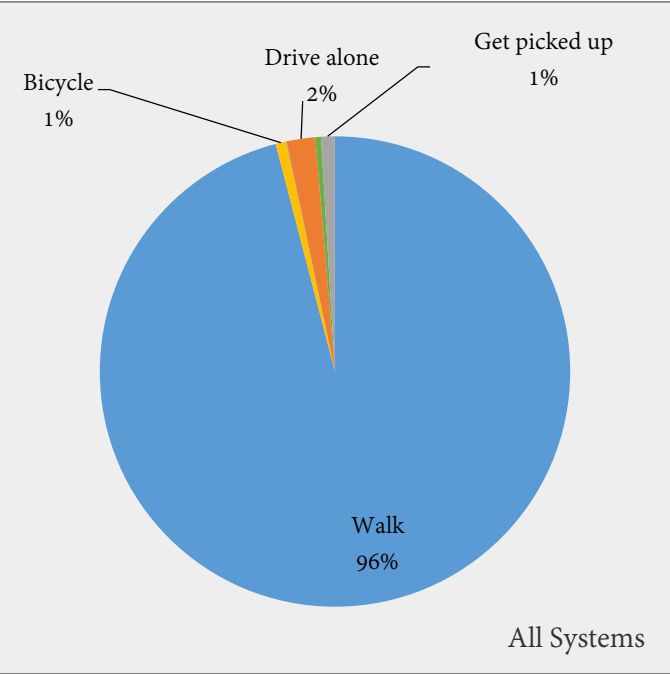
The following are key highlights of the responses from riders when asked how they would get to their destination from the very last bus they would use for their one-way trip.

System	Key Observations
All	<ul style="list-style-type: none"><li>The vast majority of transit riders across all systems walk to their destinations (95.9%)</li><li>A small minority of riders also drive alone (2.0%), get picked up (0.9%), bicycle (0.7%), and drive with others (0.4%)</li></ul>
GoRaleigh	<ul style="list-style-type: none"><li>Compared to all other systems, more GoRaleigh riders walk to their destinations (97.0%)</li><li>A small minority of riders bicycle (1.1%), get picked up (1.1%), drive with others (0.4%), or drive alone (0.4%)</li></ul>
GoTriangle	<ul style="list-style-type: none"><li>A substantial majority of riders (82.9%) walk to their destinations</li><li>A higher percentage of GoTriangle riders drive alone (7.6%) or get picked up (5.3%) compared to other systems</li></ul>
C-Tran	<ul style="list-style-type: none"><li>The vast majority of riders walk to their destinations (96.2%)</li><li>A small minority of riders also use bicycles (2.0%), wheelchairs/motorized scooters (0.9%), get picked up (0.5%) or drive with others (0.4%) to get to their destinations</li></ul>
Wolfline	<ul style="list-style-type: none"><li>The vast majority of riders walk to their destinations (96.5%)</li><li>A small minority of riders also drive alone (3.2%) to reach their destinations</li></ul>

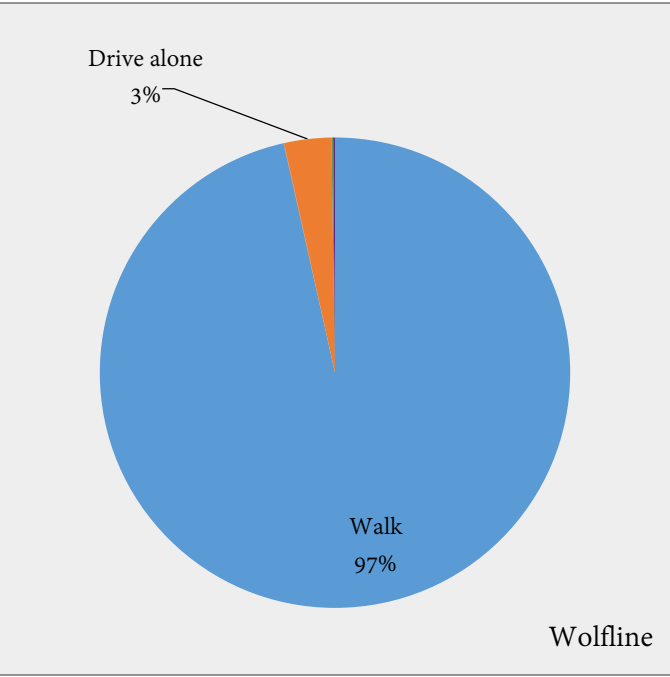
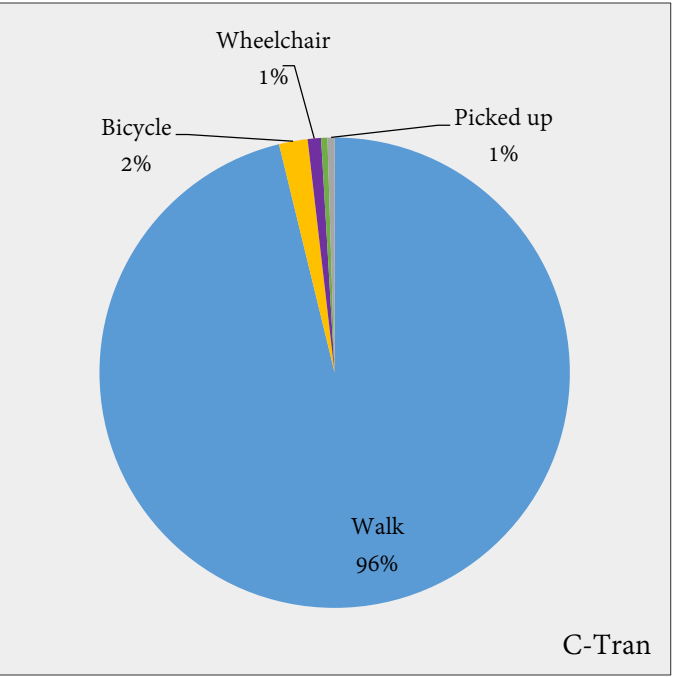
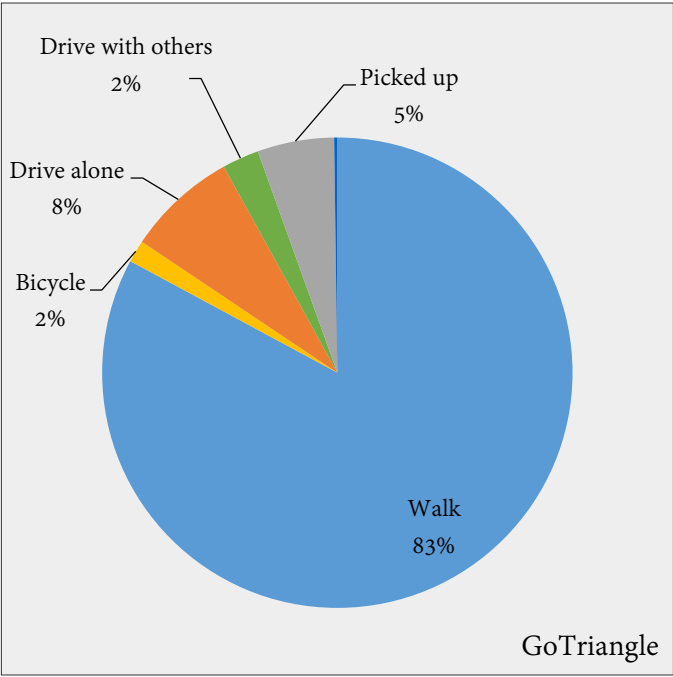
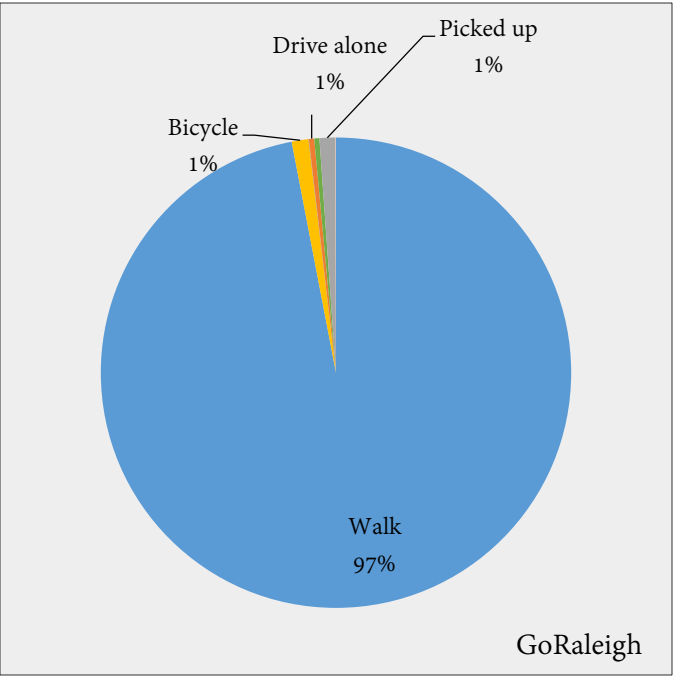
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
Walk	95.9%
Drive alone	2.0%
Get picked up	0.9%
Bicycle	0.7%
Drive with others	0.4%
Wheelchair/Motorized scooter	0.0%
Other	0.0%



Results for Individual Systems



Total transfers made during one-way trips

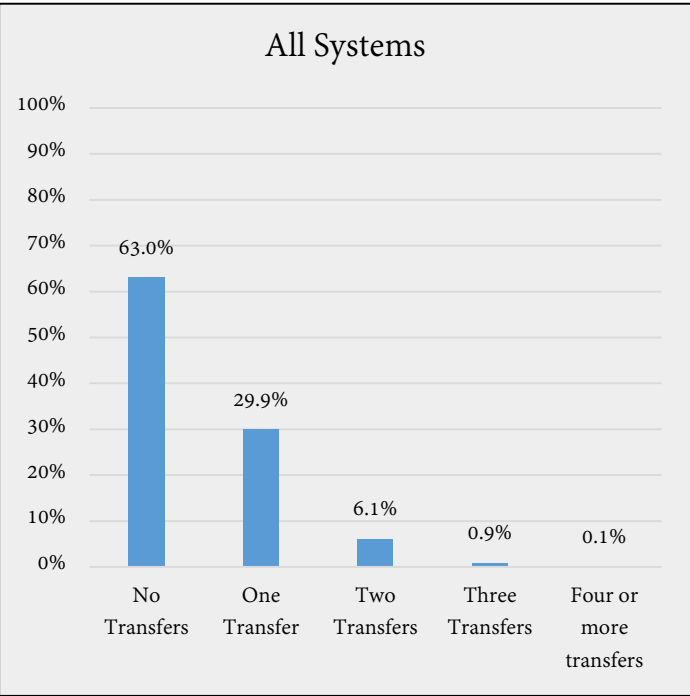
The following are the combined responses from riders when asked “how many bus transfers did you make before you boarded” and “how many buses will you ride after you get off this bus.” These questions were used in conjunction to determine the total number of transfers riders made during their one-way trip.

System	Key Observations
All	<ul style="list-style-type: none"><li>A majority of riders (63.0%) will make no transfers</li><li>Some riders (29.9%) will make one transfer</li></ul>
GoRaleigh	<ul style="list-style-type: none"><li>Slightly less than half (49.4%) will make one transfer and some riders (40.6%) will make no transfers.</li><li>small minority of riders (6.9%) will make two, three (0.9%) and four or more (0.1%) transfers</li></ul>
GoTriangle	<ul style="list-style-type: none"><li>Slightly less than half of riders (44.1%) will make no transfers</li><li>Some riders (36.5%) will make one transfer</li></ul>
C-Tran	<ul style="list-style-type: none"><li>Slightly less than half of riders (47.2%) will make no transfers</li><li>Some riders (33.3%) will make one transfer</li></ul>
Wolfline	<ul style="list-style-type: none"><li>The vast majority of riders (94.1%) will make no transfers.</li></ul>

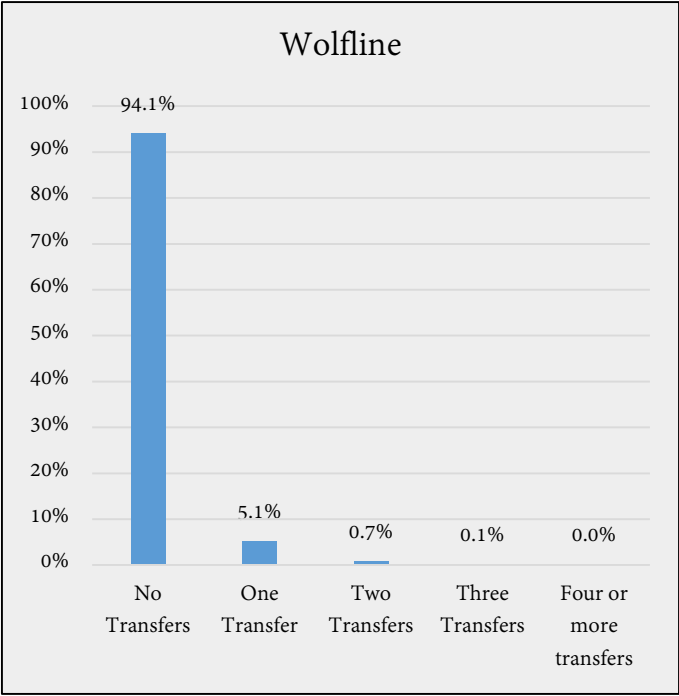
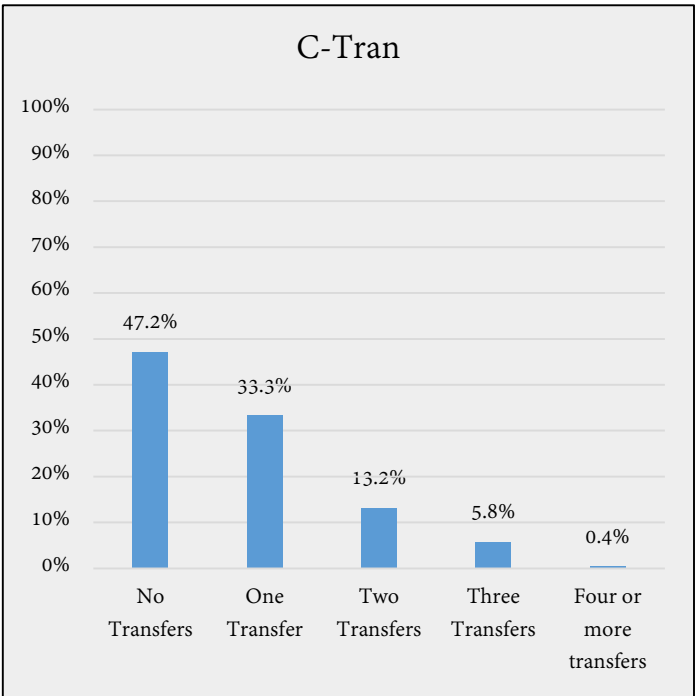
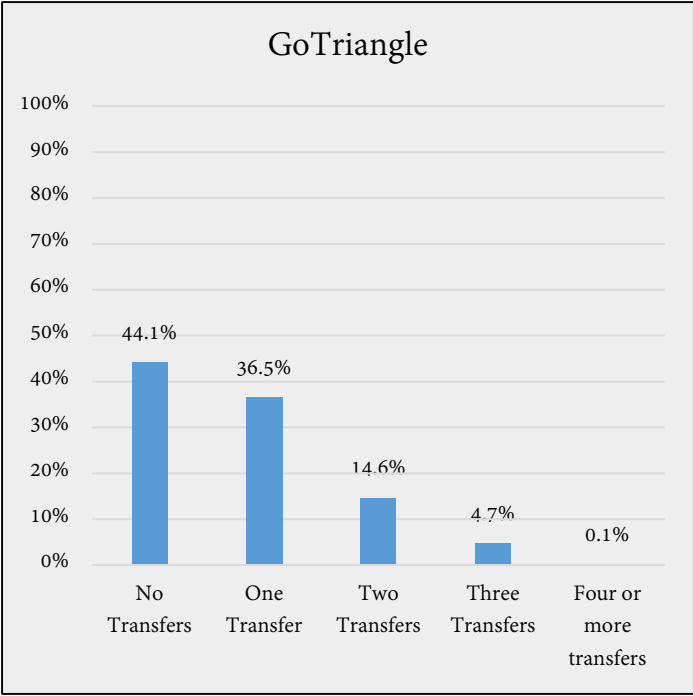
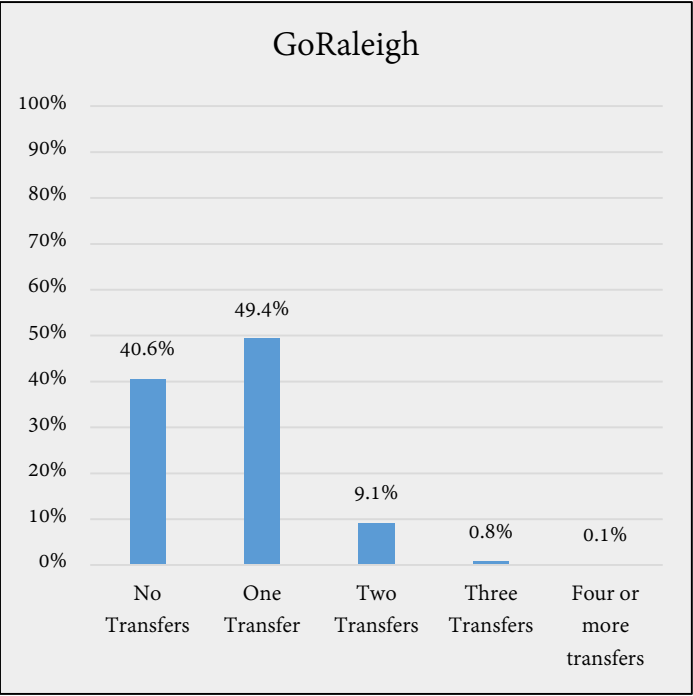
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
None (0)	63.0%
One (1)	29.9%
Two (2)	6.1%
Three (3)	0.9%
Four or more (4+)	0.1%



Results for Individual Systems



Will you (or did you) make this trip using the same transit routes in exactly the opposite direction today?

Key Findings

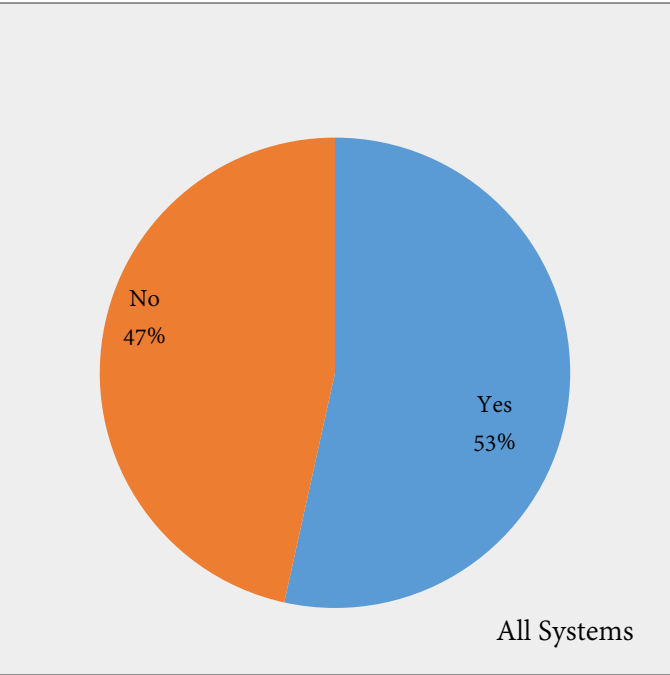
The following are key highlights of the responses from riders when asked if they would make the same trip in the opposite direction. This information helps to highlight commuting patterns along routes, and whether or not respondents use the same route on their return trip.

System	Key Observations
All	<ul style="list-style-type: none"><li>Slightly more than half of all riders (53.5%) make the same trip in the opposite direction</li></ul>
GoRaleigh	<ul style="list-style-type: none"><li>Slightly more than half of all riders (56.4)% make the same trip in the opposite direction</li></ul>
GoTriangle	<ul style="list-style-type: none"><li>A substantial majority of all riders (69.2%) make the same trip in the opposite direction</li></ul>
C-Tran	<ul style="list-style-type: none"><li>Slightly more than half of all riders (52.9%) make the same trip in the opposite direction</li></ul>
Wolfline	<ul style="list-style-type: none"><li>Slightly less than half of all riders (47.5%) make the same trip in the opposite direction</li></ul>

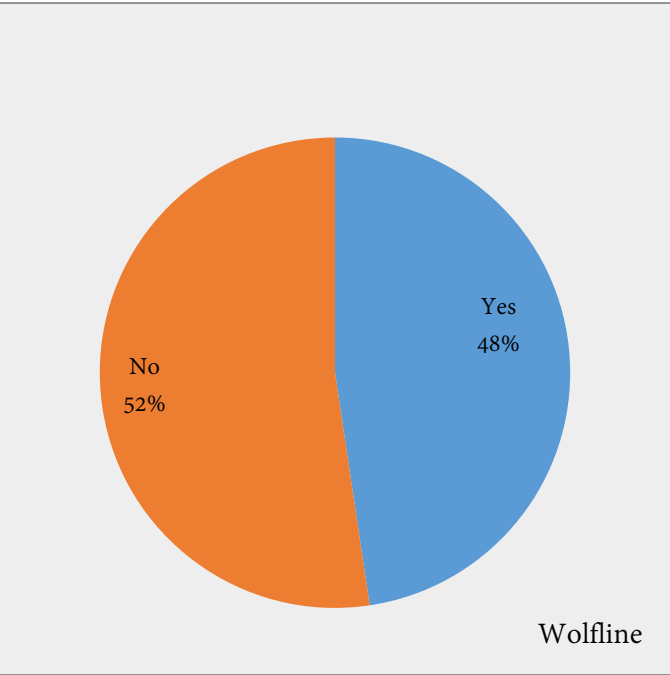
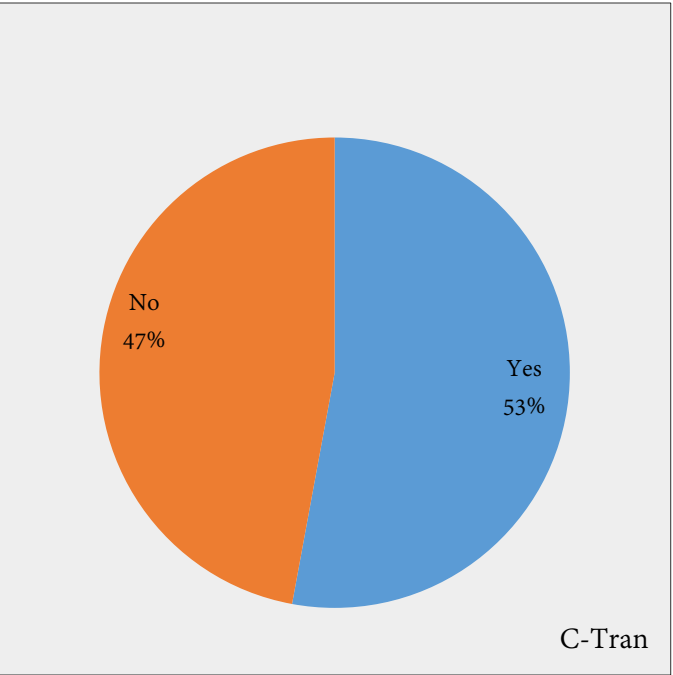
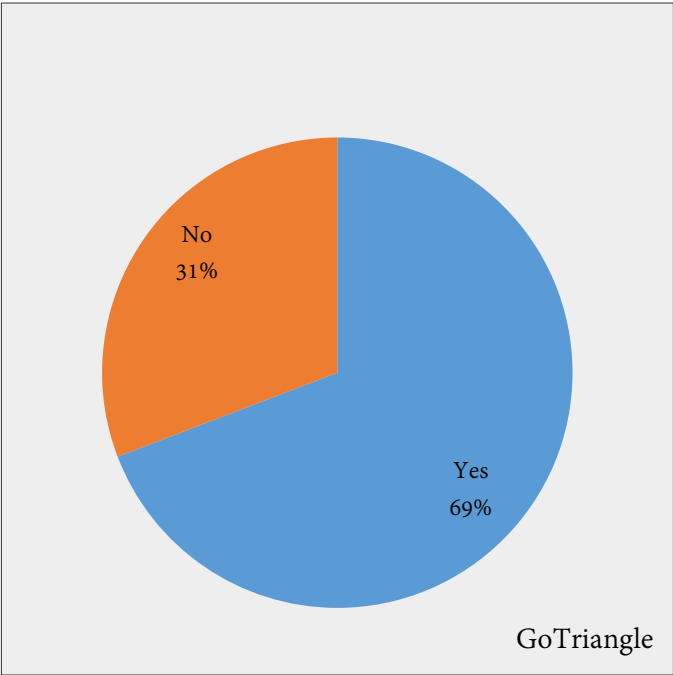
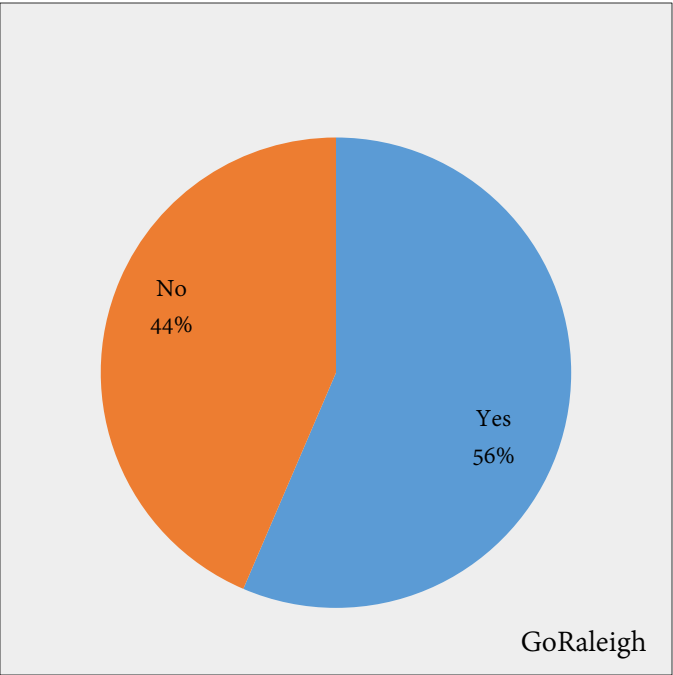
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
Yes	53.5%
No	46.5%



Results for Individual Systems



Fare Type: For this one-way trip did you...?

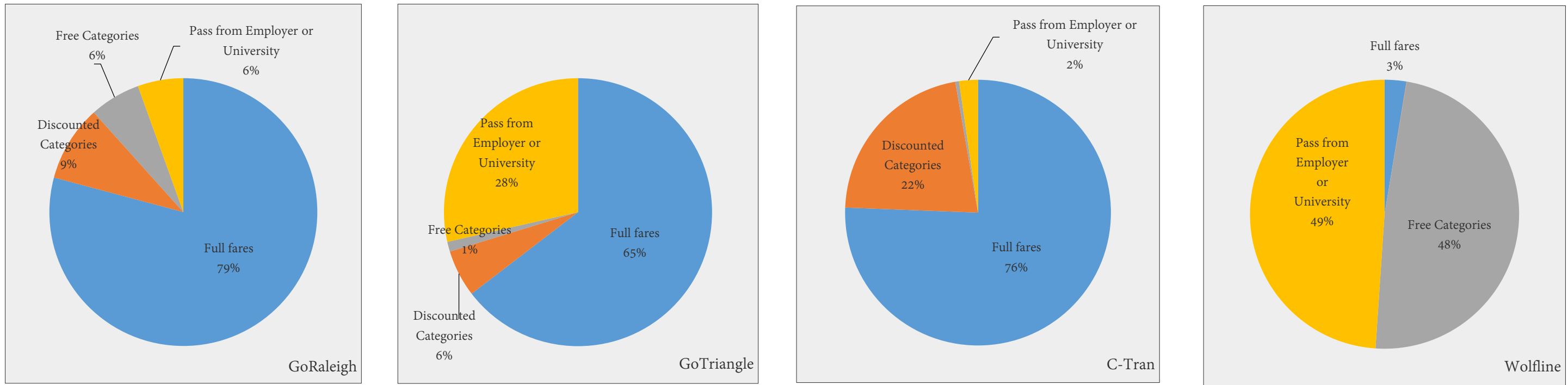
Key Findings

The following are key highlights of the responses from riders when asked about the type of fare they paid for their one-way trip. Results for all systems combined are not reported for this question as the possible fare types vary across systems. Response data indicates that there was likely confusion associated with this question. The percentages shown in red in the table correspond with positive responses given for a fare type that is not applicable to a corresponding system. For example, 0.3% of GoTriangle riders indicate their fare type is “Ride GoRaleigh or C-Tran for free as Youth 12 and under”, which is a fare type only applicable to the GoRaleigh and C-Tran systems. Also, 48.4% of Wolfline riders responded that they “Ride free route (R-Line or Wake Forest Loop)”. Since Wolfline is free to ride, it is likely that these riders intended to indicate that they “Ride a free route” rather than ride these specific free routes. These invalid responses may be due to unclear response choices, surveyor error, use of an applicable fare type on another bus and system during the one-way trip, or confusion among riders about fare types.

Results for All Systems

Response	Percent for each System			
	GoRaleigh	GoTriangle	C-Tran	Wolfline
Full Fare				
Pay full fare (cash or regular pass purchase)	79.2%	64.6%	75.6%	2.6%
Discounted Fare				
Pay a person with a disability fare	5.8%	3.6%	7.2%	0.0%
Pay a youth fare	0.6%	0.6%	N/A	N/A
Pay a Senior Fare	2.8%	1.5%	14.4%	N/A
Free				
Ride GoRaleigh or C-Tran for free as Youth 12 and under	0.2%	0.3%	0.2%	N/A
Ride GoRaleigh for free with Senior (65+)	2.2%	0.9%	N/A	N/A
Ride free route (R-Line or Wake Forest Loop)	3.7%	0.0%	0.2%	48.4%
Employer Paid				
Use a transit pass provided by employer or university	5.5%	28.6%	2.3%	48.9%

Results for Individual Systems



Did you use a transit pass or card?

Key Findings

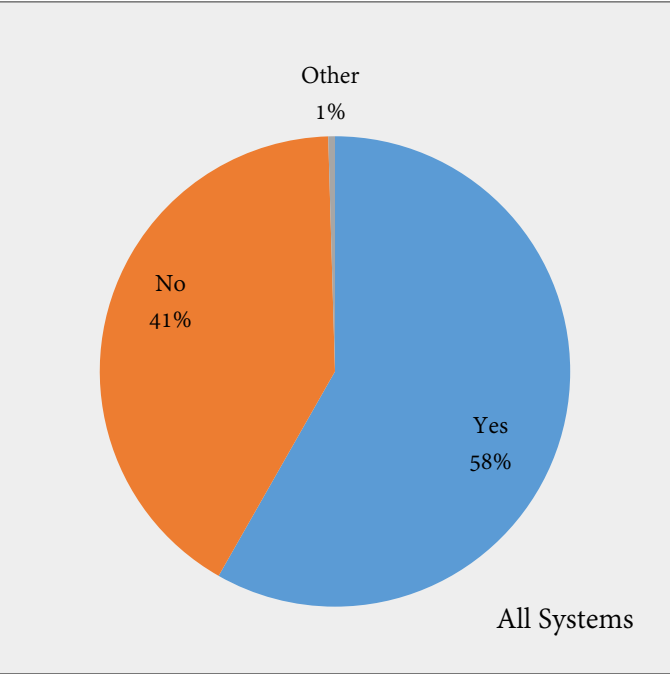
The following are key highlights of the responses from riders when asked if they used a transit pass or card.

System	Key Observations
All	<ul style="list-style-type: none"><li>A majority of riders (58.2%) use a transit pass or card</li></ul>
GoRaleigh	<ul style="list-style-type: none"><li>A majority of riders (65.8%) use a transit pass or card</li></ul>
GoTriangle	<ul style="list-style-type: none"><li>A substantial majority of riders (73.3%) use a transit pass or card</li></ul>
C-Tran	<ul style="list-style-type: none"><li>A majority of riders (65.5%) use a transit pass or card</li></ul>
Wolfline	<ul style="list-style-type: none"><li>A vast majority of riders (94.3%) do not use a transit pass or card as riders can ride Wolfline for free without a transit pass or card</li></ul>

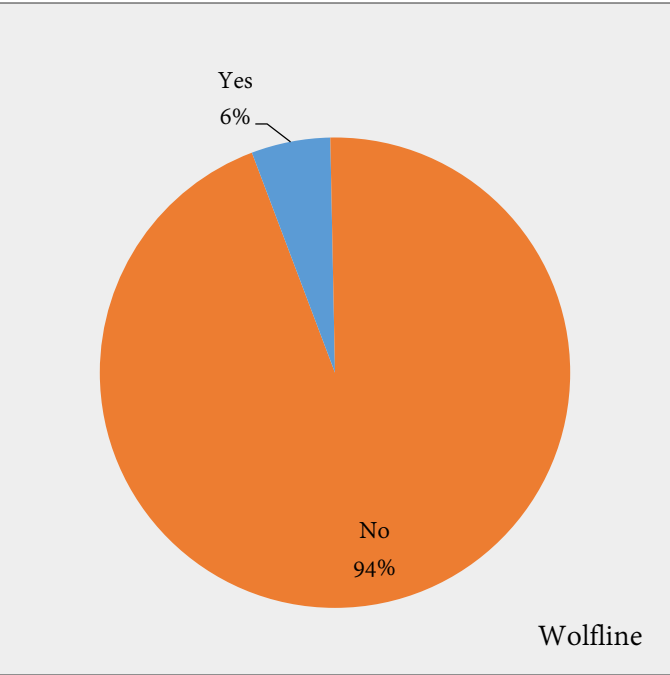
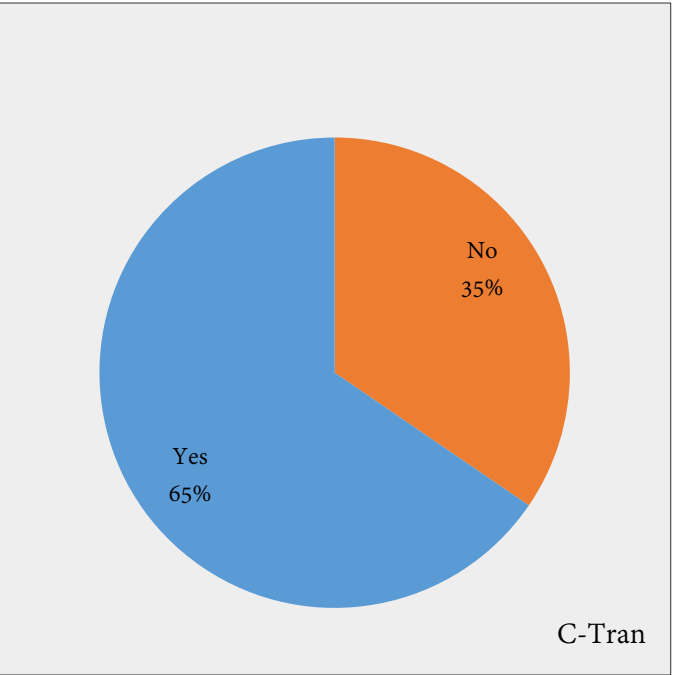
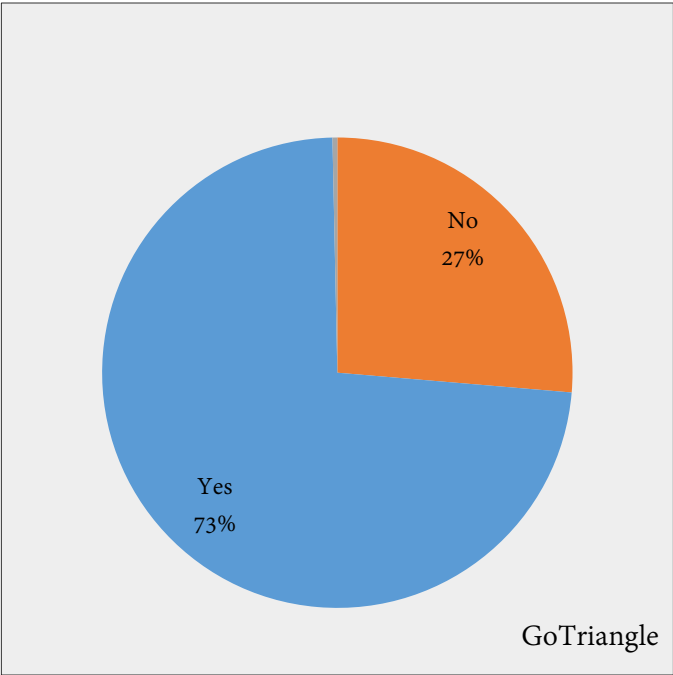
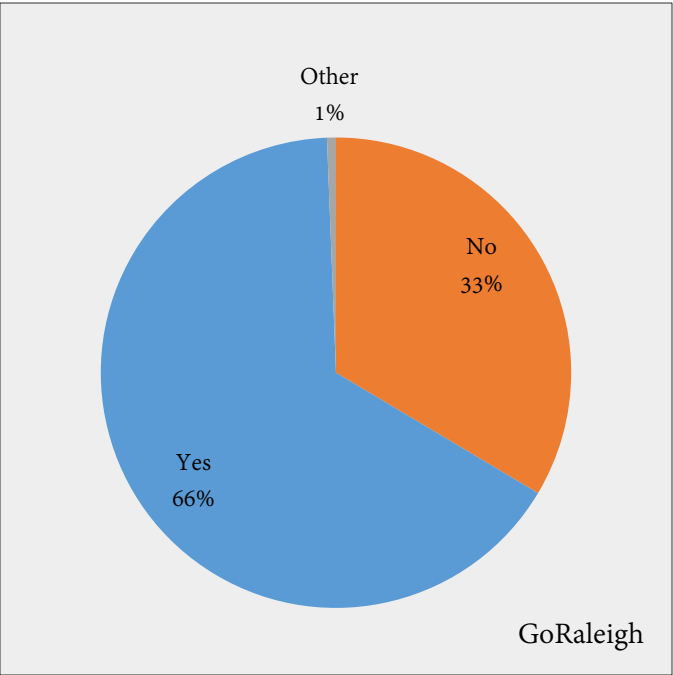
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
Yes	58.2%
No	41.3%
Other	0.5%



Results for Individual Systems



What type of transit pass or card did you use for this one-way trip?

Local, Regional, Express

Key Findings

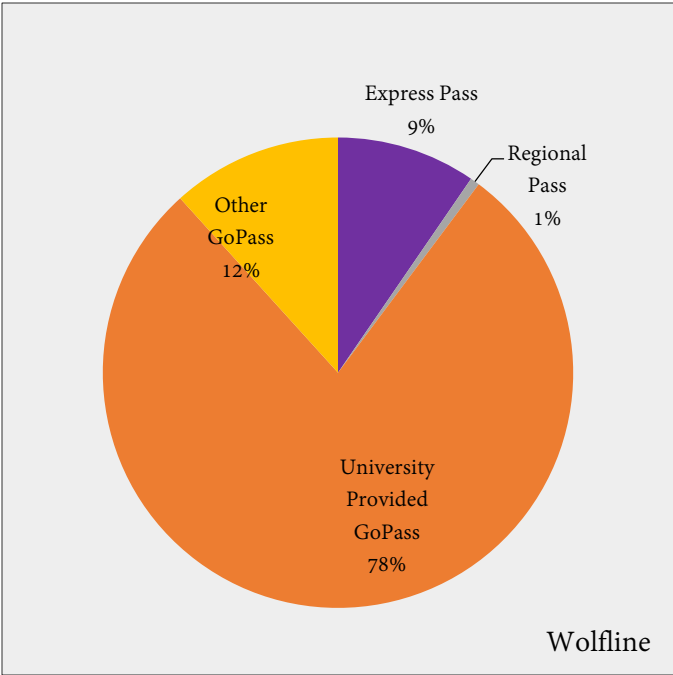
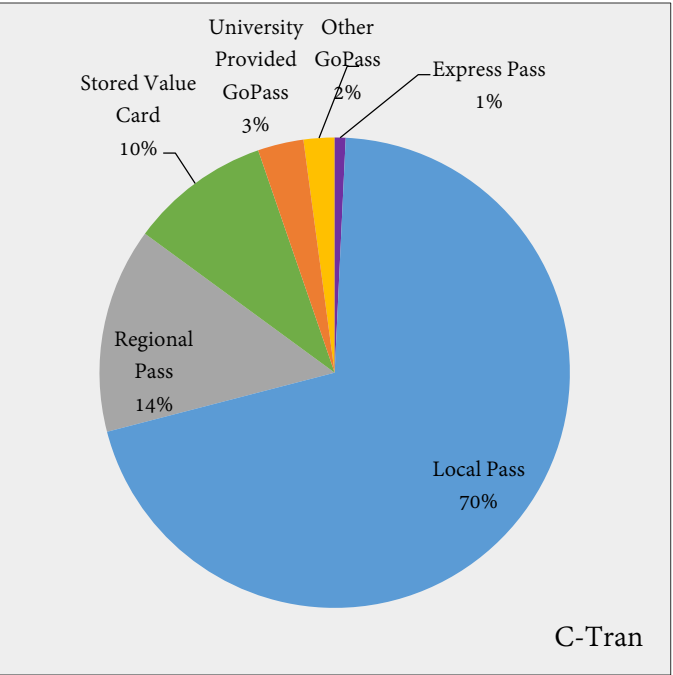
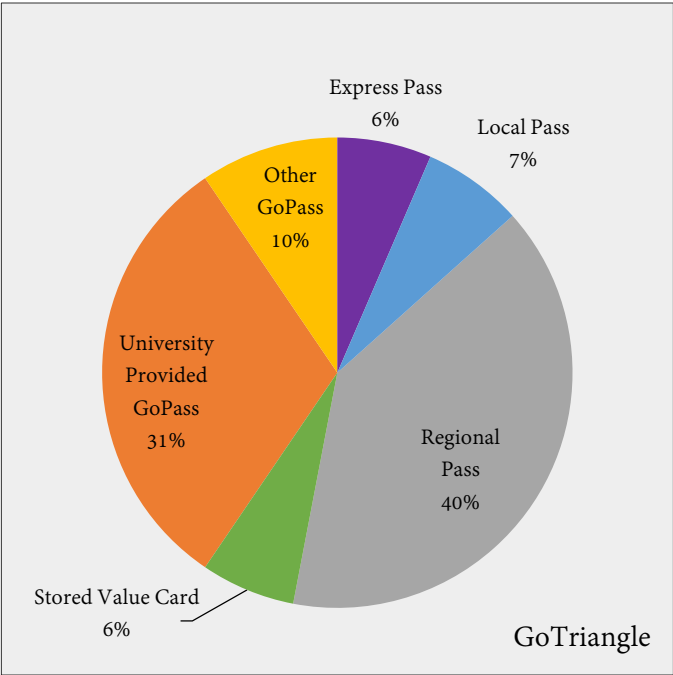
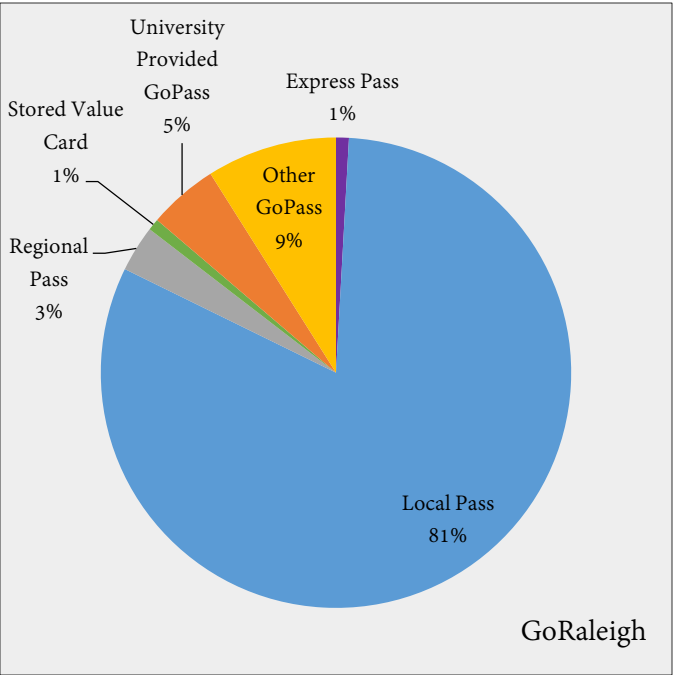
Riders who indicated they use a transit pass or card were asked what type of transit pass or card they used for their one-way trip. The types of accepted passes or cards vary by system. On this page pass types are summarized below by whether they are of the local, regional, or express variety. For example, the “Local Day Pass,” “Local 7-Day Pass,” and “Local 31-Day Pass” are reported as “Local Day Pass”. While local passes are only used on GoRaleigh and C-Tran routes and no pass, card, or fare is required to ride Wolfline; some riders report using these types of passes. It is assumed that the riders either made a transfer and used these passes on another system during their trip or were unclear about the types of passes or the question asked.

Pass Type	Applicable Systems			
	GoRaleigh	GoTriangle	C-Tran	Wolfline
Local Pass (Day, 7-Day, 31-Day)	✓	N/A	✓	N/A
Regional Pass (Day, 7-Day, 31-Day)	✓	✓	✓	N/A
Express Pass (Day, 7-Day, 31-Day)	✓	✓	✓	N/A
GoPass (University, Other)	✓	✓	✓	✓
Stored Value Card	✓	✓	✓	N/A

Results for All Systems

System	Key Observations
GoRaleigh	<ul style="list-style-type: none"><li>A substantial majority of riders (81.4%) use a local pass</li><li>Some riders use a GoPass (13.8%)</li><li>A small minority of riders also use regional passes (3.2%), express passes (0.9%) and stored value cards (0.8%)</li></ul>
GoTriangle	<ul style="list-style-type: none"><li>Most riders use a GoPass (40.5%) or a regional pass (39.6%)</li><li>Some riders also use local passes (6.9%), express passes (6.5%), and stored value cards (6.5%) at about the same percentages</li></ul>
C-Tran	<ul style="list-style-type: none"><li>A substantial majority of riders (70.2%) use a local pass</li><li>Some riders use a regional pass (14.1%) or a stored value card (9.7%)</li><li>A small minority of riders use a GoPass (5.2%) and an express pass (0.7%) at lower percentages</li></ul>
Wolfline	<ul style="list-style-type: none"><li>A vast majority of riders use a GoPass provided by the University (78%) or elsewhere (12%)</li><li>Some riders use an express pass (9%)</li></ul>

Results for Individual Systems



What type of transit pass or card did you use for this one-way trip? (Continued)

Daily, Weekly, Monthly

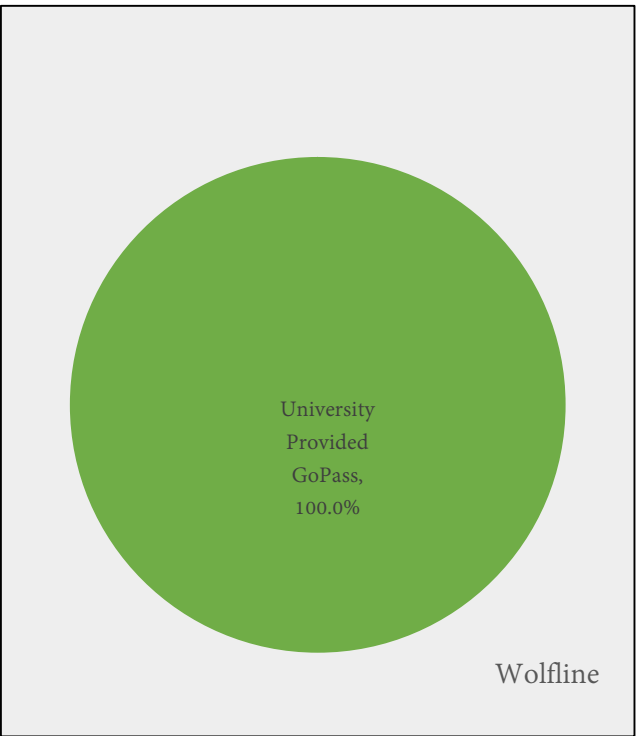
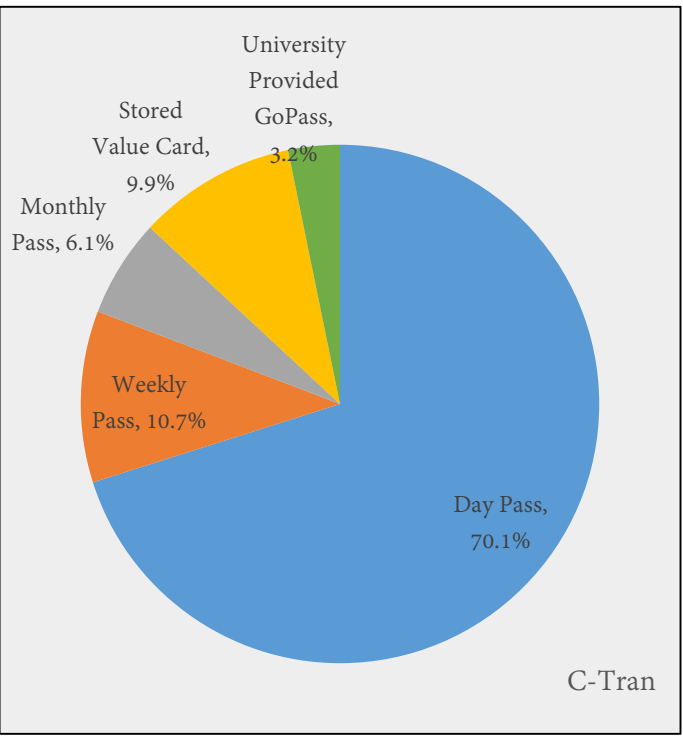
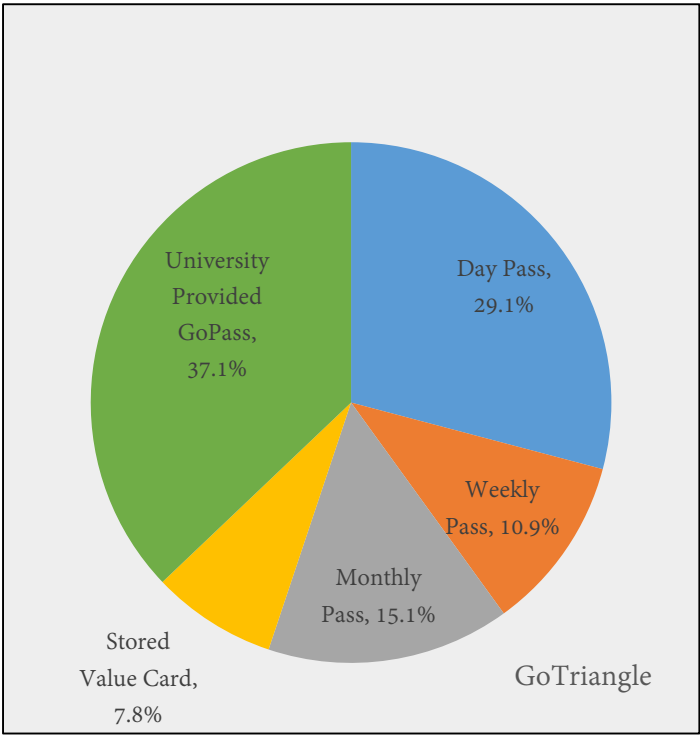
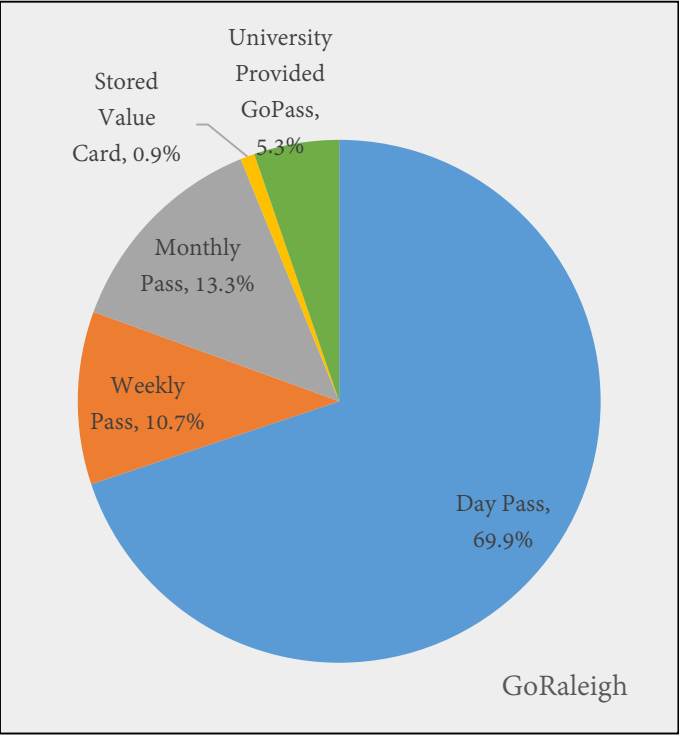
Key Findings

In the chart below pass types are summarized by length of coverage. For example, the “Express 7-Day Pass,” “Local 7-Day Pass,” and “Regional 7-Day Pass” are reported as “Weekly Pass”. GoPasses and Stored Value Cards are presented again in this section because they cover all periods.

Results for All Systems

System	Key Observations
GoRaleigh	<ul style="list-style-type: none"><li>• A substantial majority of riders (69.9%) use a day pass</li><li>• Some riders use a 31-day pass (13.3%)</li><li>• A small minority of riders also use 7-day passes (10.7%)</li></ul>
GoTriangle	<ul style="list-style-type: none"><li>• Some riders use a day pass (29.1%)</li><li>• Some riders also use 31-day passes (15.1%) and 7-day passes (10.9%)</li></ul>
C-Tran	<ul style="list-style-type: none"><li>• A substantial majority of riders (70.1%) use a day pass</li><li>• Some riders use a 7-day pass (10.7%) or a stored value card (9.9%)</li><li>• A small minority of riders use a 31-day pass (6.1%) and a university provided GoPass (3.2%)</li></ul>
Wolfline	<ul style="list-style-type: none"><li>• All riders use a GoPass provided by their university or ride free</li></ul>

Results for Individual Systems



## Rider and Household Characteristics

Data that describe the demographic characteristics of fixed route transit riders include age, gender, race and ethnicity, and household income, as well as the number of available cars in the household, number of people in the household, and employment status are included in this section. These questions also address frequency of riding transit and longevity of riding transit. The responses to these questions will help agencies in understanding the populations they serve and delivering services that meets their needs. Rider and household characteristics data are summarized in this section to address the following subjects:

- How long have you been riding transit?
- What is your gender?
- What is your age?
- Do you have a valid driver's license?
- How do you identify your race and ethnicity?
- Employment status
- Including you, how many people live in your household?
- Including you, how many people (16 or older) in your household are employed full or part-time?
- How many working vehicles (cars, trucks, or motorcycles) are available to your household?
- Could you have used one of these vehicles for this trip?
- Which of the following best describes your total annual household income in 2014 before taxes?

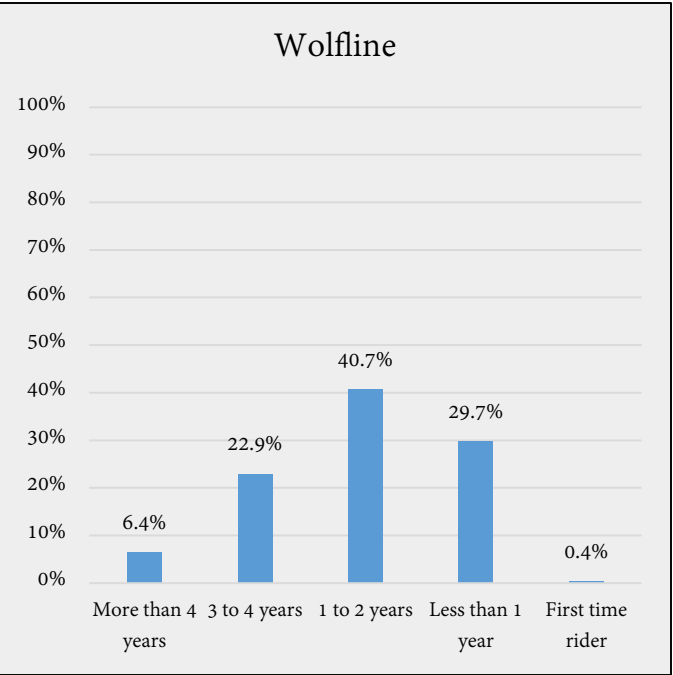
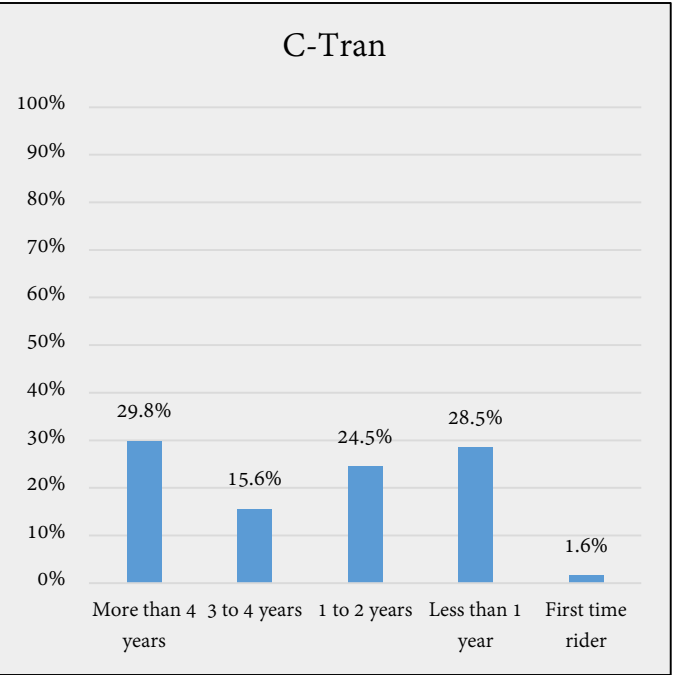
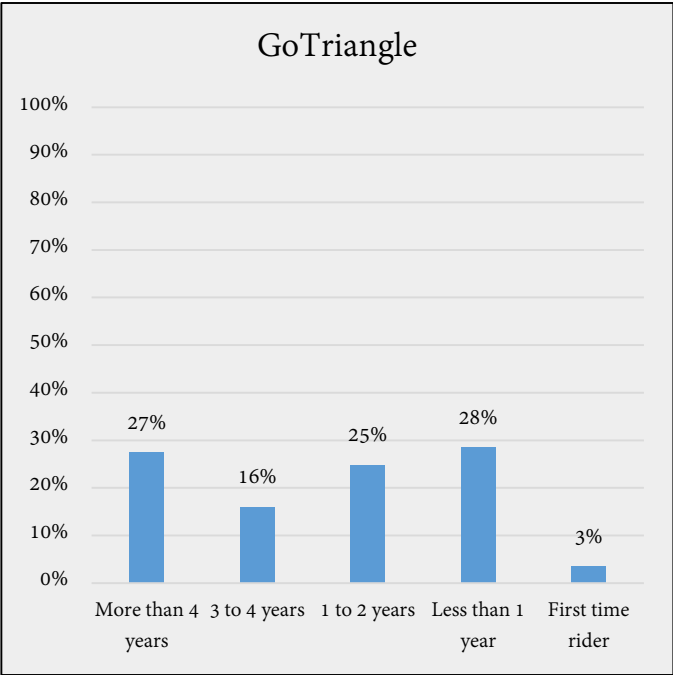
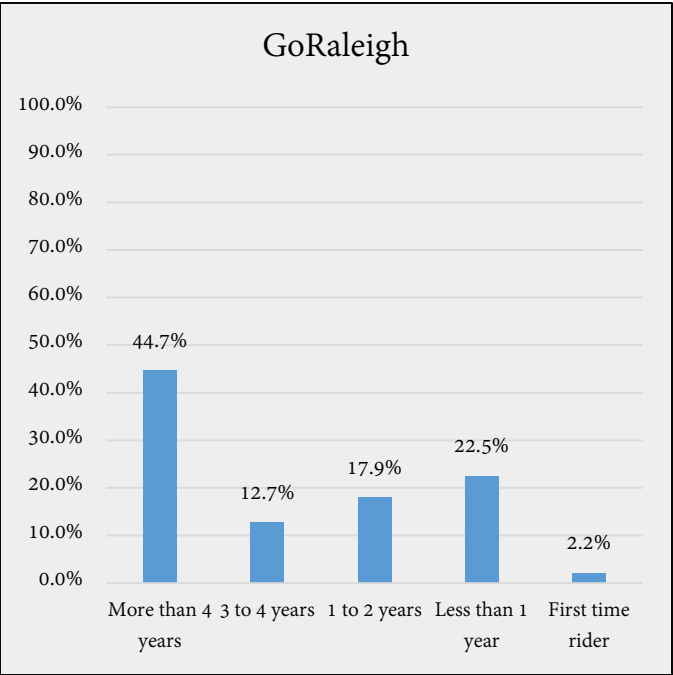
How long have you been riding transit?

Key Findings

The following are key highlights of the responses from riders when asked how long they have been riding transit. Survey data about riders’ tenure riding the transit system together with levels of ridership can provide some insight on things like customer loyalty, whether each system is attracting new riders, and rider familiarity with the agency and their routes. The National Transit Database (NTD) can provide further insight into transit system growth and retention. Data for Wolfline reflects a student rider population with fewer likely years of riding the transit system.

System	Key Observations
All	<ul style="list-style-type: none"><li>A fairly even distribution of riders have been riding the transit systems for more than 4 years (27.5%), 1 to 2 years (27.9%) and less than 1 year (25.9%); however, there is wide variation between some systems</li><li>Some riders have been riding the transit systems for 3 to 4 years (17.2%)</li></ul>
GoRaleigh	<ul style="list-style-type: none"><li>Some riders (44.7%) have been riding GoRaleigh more than 4 years</li><li>A similar percentage of riders have been riding GoRaleigh for 1 to 2 years (17.9%) or less than 1 year (22.5%)</li></ul>
GoTriangle	<ul style="list-style-type: none"><li>A fairly even distribution of riders have been riding GoTriangle for more than 4 years (27.4%), 1 to 2 years (24.8%) and less than 1 year (28.5%)</li><li>Fewer riders (16.0%) have been riding GoTriangle for 3 to 4 years and very few (3.4%) are first-time riders</li></ul>
C-Tran	<ul style="list-style-type: none"><li>A fairly even distribution of riders have been riding C-Tran for more than 4 years (29.8%), 1 to 2 years (24.5%) and less than 1 year (28.5%)</li><li>Fewer riders (15.6%) have been riding C-Tran for 3 to 4 years and very few (1.6%) are first-time riders</li></ul>
Wolfline	<ul style="list-style-type: none"><li>Some riders (40.7%) have been riding Wolfline for 1 to 2 years</li><li>Similar percentages of riders have been riding Wolfline for 3 to 4 years (22.9%) or less than 1 year (29.7%)</li></ul>

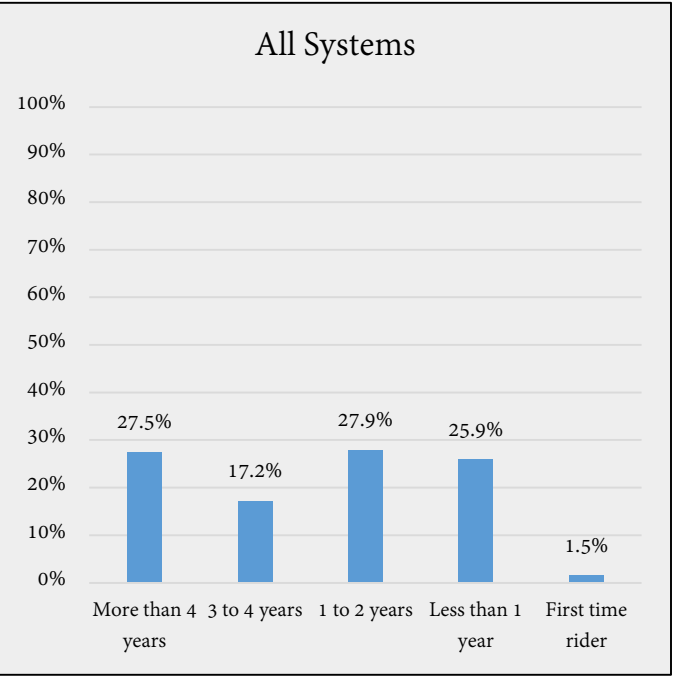
Results for Individual Systems



Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
More than four years	27.5%
Three to four years	17.2%
One to two years	27.9%
Less than one year	25.9%
First time rider	1.5%



What is your gender?

Key Findings

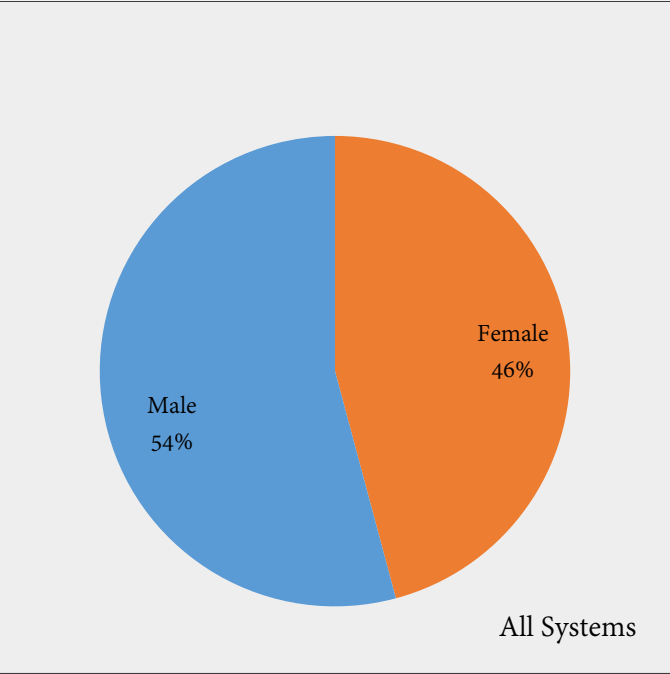
The following are key highlights of the responses from riders when asked to identify their gender. According to the most recently available U.S. Census Bureau data (2010), 51.3% of Wake County’s overall population, 51.7% of the city of Raleigh’s population, and 51.3% of the town of Cary’s population is female. This slightly contrasts with the gender profile of transit ridership in the Triangle Region. Survey responses indicate that males are riding transit at a higher rate than their female counterparts.

System	Key Observations
All	<ul style="list-style-type: none"><li>More riders are male (54.2%) than female (45.8%)</li></ul>
GoRaleigh	<ul style="list-style-type: none"><li>More riders are male (54.6%) than female (45.4%)</li></ul>
GoTriangle	<ul style="list-style-type: none"><li>More riders are male (55.9%) than female (44.1%)</li></ul>
C-Tran	<ul style="list-style-type: none"><li>More riders are female (52.6%) than male (47.4%)</li></ul>
Wolfline	<ul style="list-style-type: none"><li>More riders are male (53.8%) than female (45.8%)</li></ul>

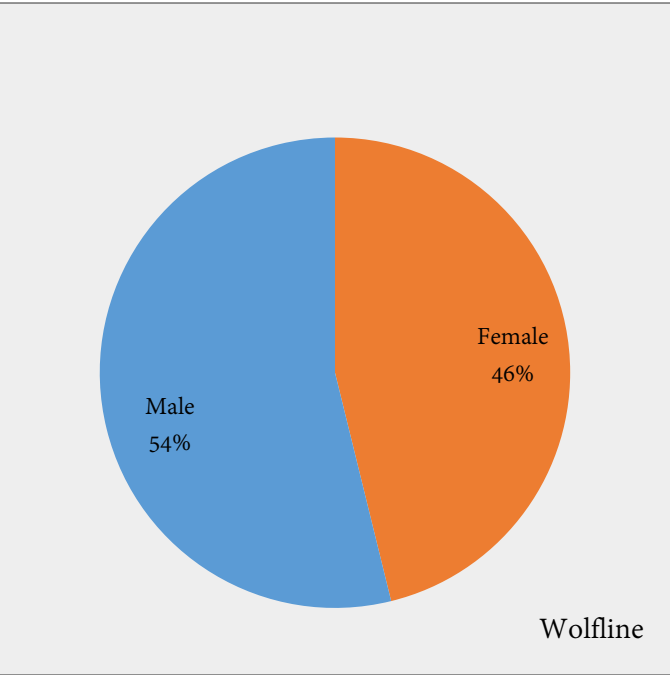
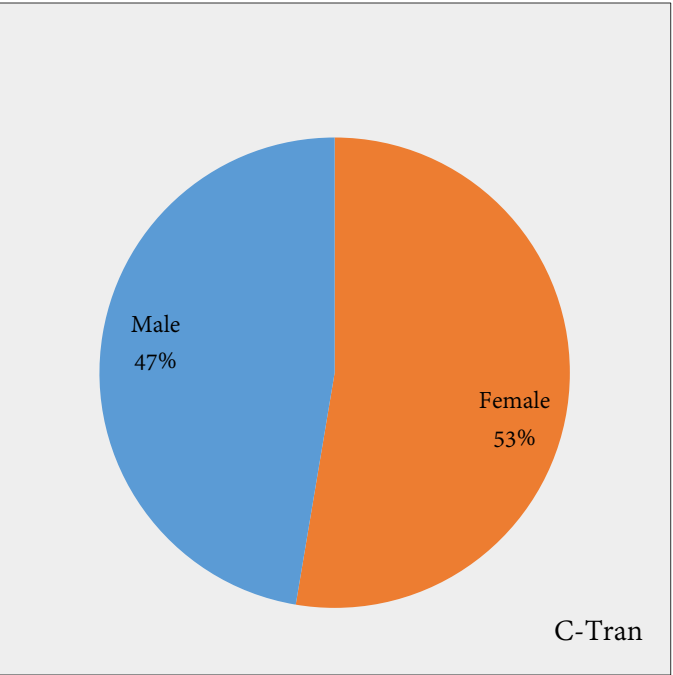
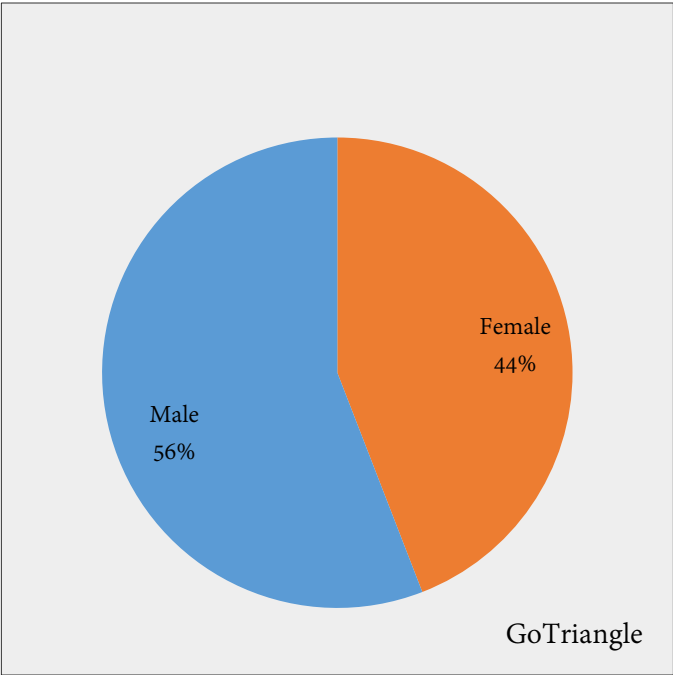
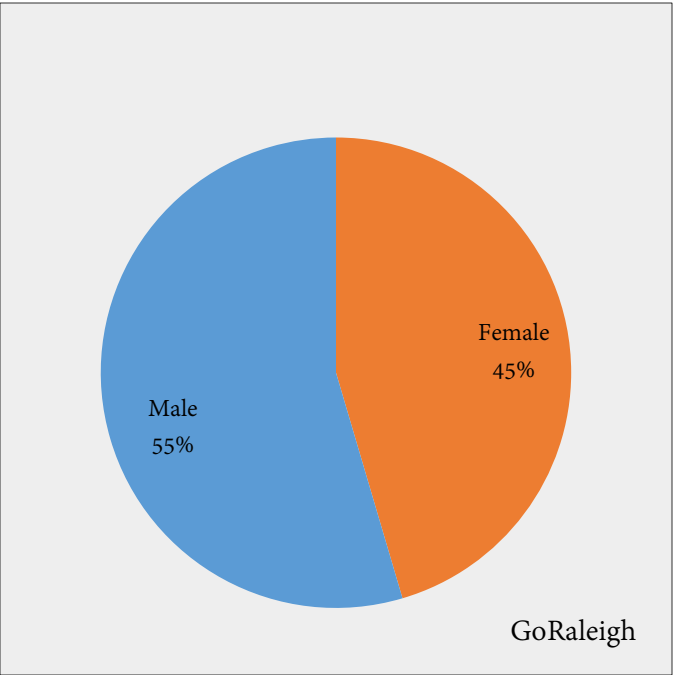
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
Male	54.2%
Female	45.8%



Results for Individual Systems



What is your age?

Key Findings

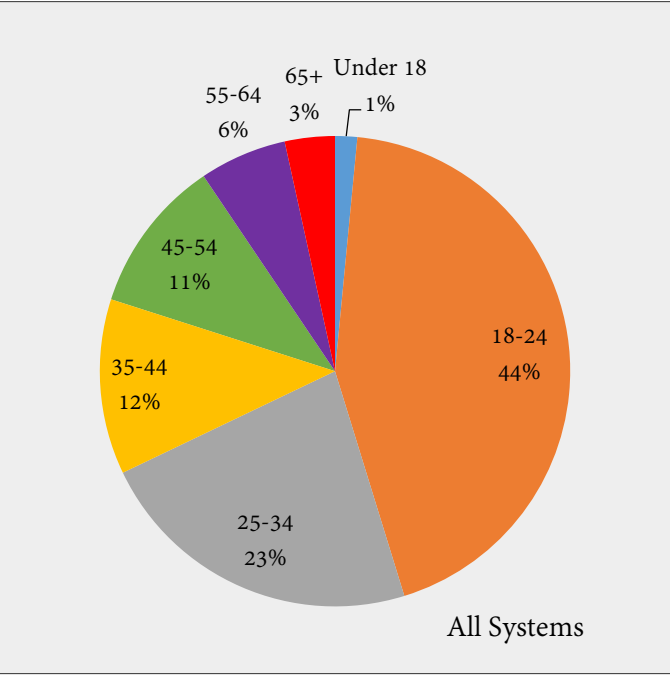
The following are key highlights of the responses from riders when asked to identify their age.

System	Key Observations
All	<ul style="list-style-type: none"><li>The largest group of riders (43.7%) is between 18-24 years; however, this is driven by the ridership on Wolfline, and the largest age group for other systems is between 25-34 years</li><li>The combined systems have a small minority of riders under 18 years (1.5%) and 65 years and older (3.4%)</li></ul>
GoRaleigh	<ul style="list-style-type: none"><li>The largest group of riders (25.2%) is between 25-34 years</li><li>Riders are evenly distributed among 18-24 years (20.2%), 35-44 years (19.0%), and 45-54 years (17.5%)</li><li>The lowest percentages of riders are 65 years or older (5.6%) and under 18 years (2.5%)</li></ul>
GoTriangle	<ul style="list-style-type: none"><li>The largest group of riders is between 25-34 years (30.4%), followed by 35-44 years (23.4%)</li><li>Similar percentages of riders are 18-24 years (16.7%) as 45-54 years (15.4%)</li><li>The lowest percentages of riders are 65 years and older (2.6%) and under 18 years (2.2%)</li></ul>
C-Tran	<ul style="list-style-type: none"><li>The largest group of riders is between 25-34 years (23.9%)</li><li>Ridership from all age groups 18 and over is fairly evenly distributed</li><li>Compared to other systems, C-Tran has the highest percentage of riders 65 years and older (14.1%)</li></ul>
Wolfline	<ul style="list-style-type: none"><li>Compared to other systems, Wolfline has the highest percentage of riders 18-24 years (77.8%)</li><li>Compared to other systems, Wolfline has the lowest percentages of riders 55-64 years (0.2%) and 65 years and older (0.3%)</li></ul>

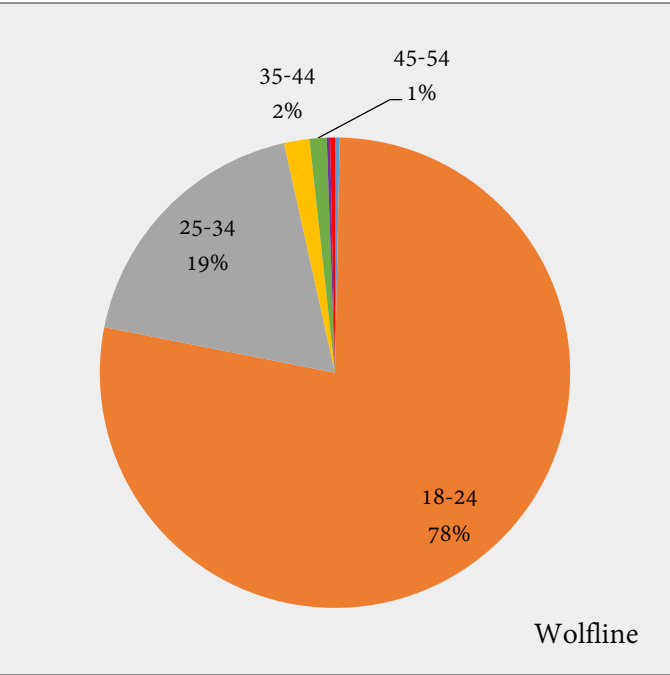
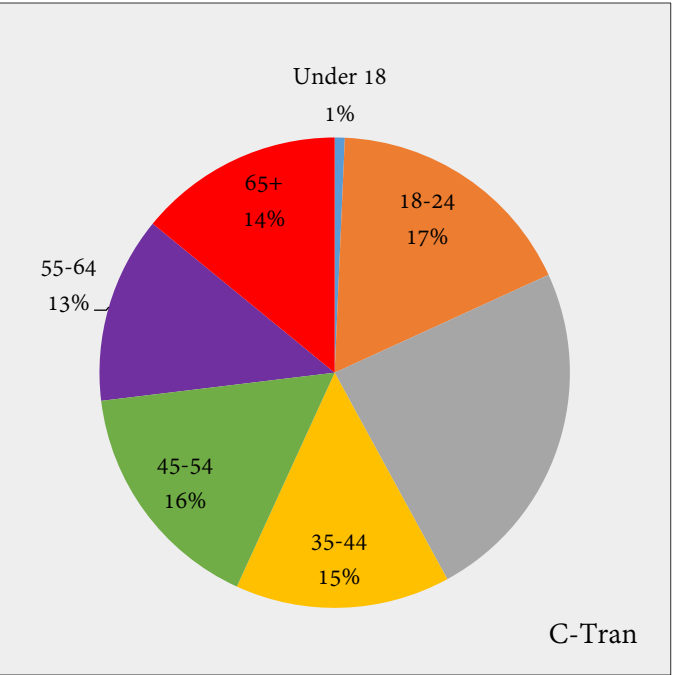
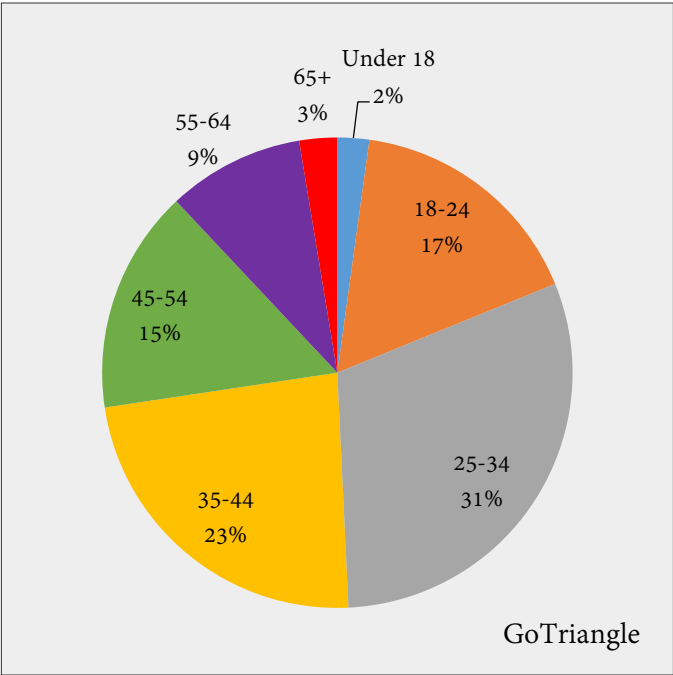
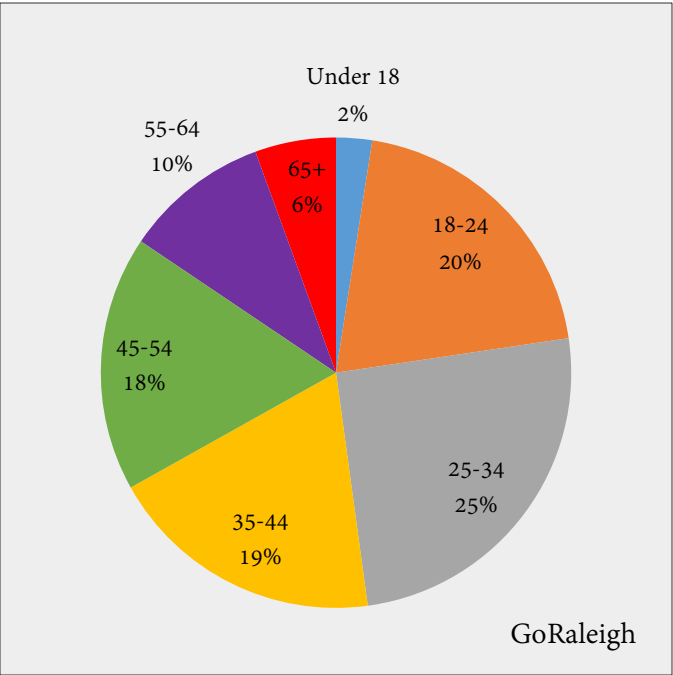
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
Under 18 years	1.5%
18-24 years	43.7%
25-34 years	22.7%
35-44 years	12.0%
45-54 years	10.6%
55-64 years	6.0%
65+ years	3.4%



Results for Individual Systems



Do you have a valid driver’s license?

Key Findings

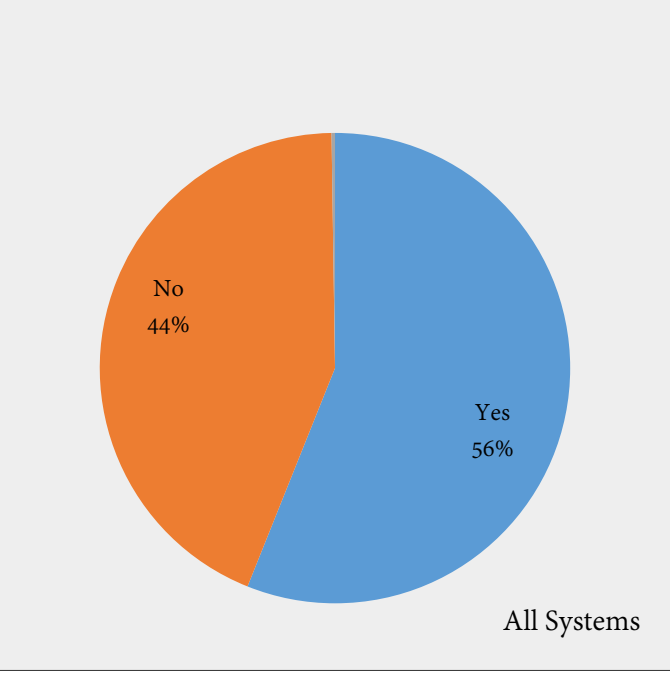
The following are key highlights of the responses from riders when asked if they have a valid driver’s license. GoTriangle’s ridership results deviate notably from GoRaleigh and C-Tran for this question. This could reflect that GoTriangle’s ridership has more disposable income, which could be used for vehicle ownership and driver’s license procurement. Wolfline predominantly serves a student population and its results reflect this population.

System	Key Observations
All	<ul style="list-style-type: none"><li>Over half (56.1%) of riders have a valid driver’s license; however, there is notable variation between systems</li></ul>
GoRaleigh	<ul style="list-style-type: none"><li>A majority (63.5%) of riders <u>do not</u> have a valid driver’s license</li></ul>
GoTriangle	<ul style="list-style-type: none"><li>A substantial majority (68.3%) of riders have a valid driver’s license</li></ul>
C-Tran	<ul style="list-style-type: none"><li>A majority (63.4%) of riders <u>do not</u> have a valid driver’s license</li></ul>
Wolfline	<ul style="list-style-type: none"><li>A substantial majority of riders (80.0%) have a valid driver’s license</li></ul>

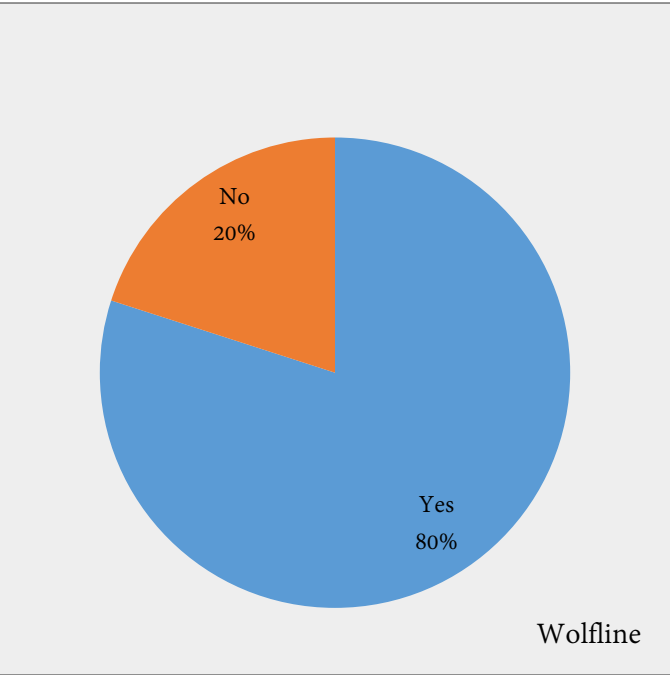
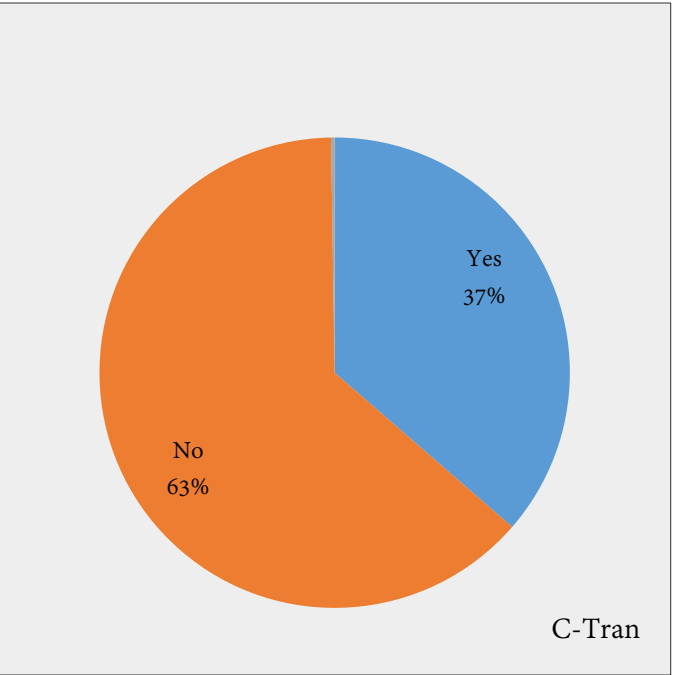
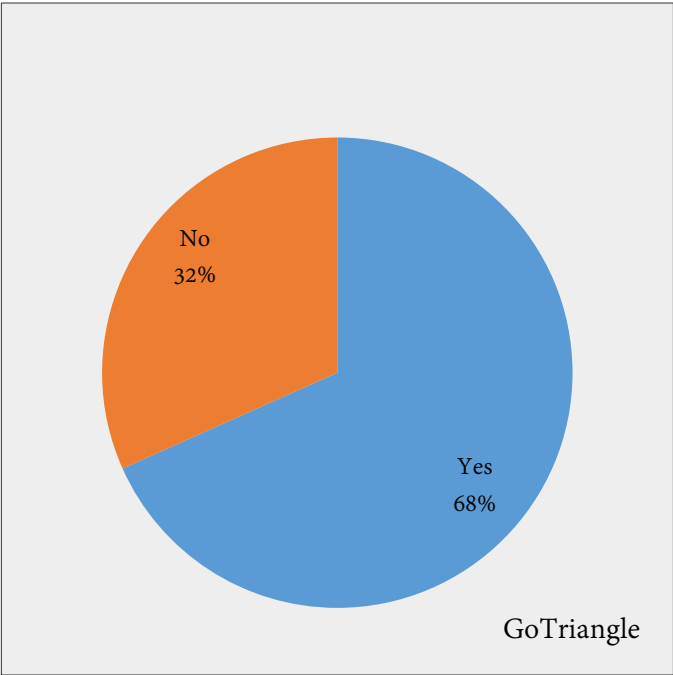
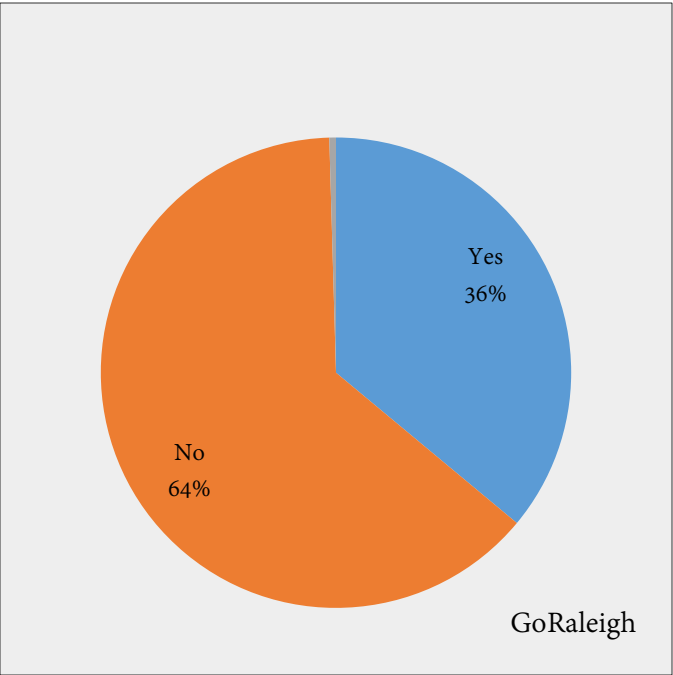
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
Yes	56.1%
No	43.7%
Not Driving Age	0.2%



Results for Individual Systems



How do you identify your race and ethnicity (check all that apply)?

Key Findings

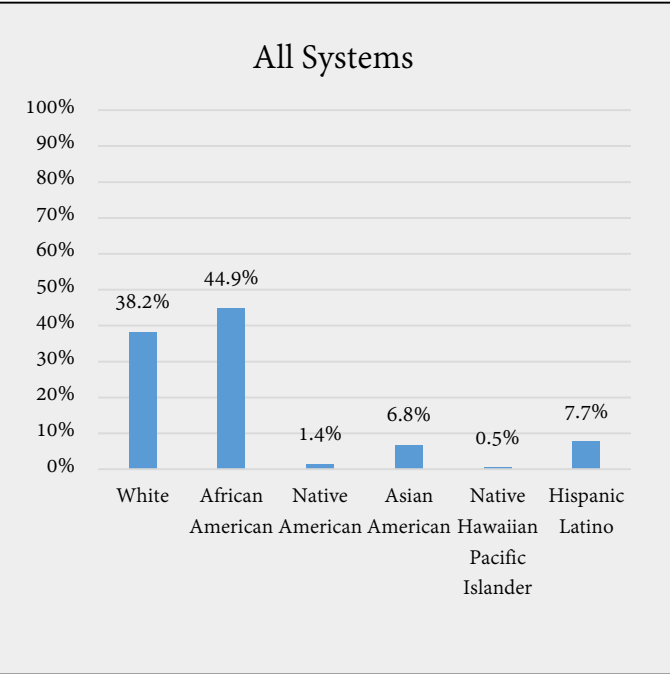
The following are key highlights of the responses from riders when asked how they identify their race and ethnicity. Riders could identify more than one race in addition to ethnicity, therefore percentage distributions may sum to greater than 100 percent.

System	Key Observations
All	<ul style="list-style-type: none"><li>More riders (44.9%) identify as African American than all other races</li><li>Many riders (38.2%) identify as White</li></ul>
GoRaleigh	<ul style="list-style-type: none"><li>More riders (67.8%) identify as African American than all other races</li><li>Many riders identify as White (21.8%)</li><li>Some riders (10.6%) identify as ethnically Hispanic/Latino</li></ul>
GoTriangle	<ul style="list-style-type: none"><li>More riders (54.1%) identify as White than all other races</li><li>Many riders (36.9%) identify as African American</li></ul>
C-Tran	<ul style="list-style-type: none"><li>Riders identify as African American (43.9%) and White (39.0%) in similar percentages</li><li>Some riders (13.6%) identify as ethnically Hispanic/Latino</li></ul>
Wolfline	<ul style="list-style-type: none"><li>More riders (56.0%) identify as White than all other races</li><li>Some riders identify as African American (18.1%) and Asian American (13.9%)</li></ul>

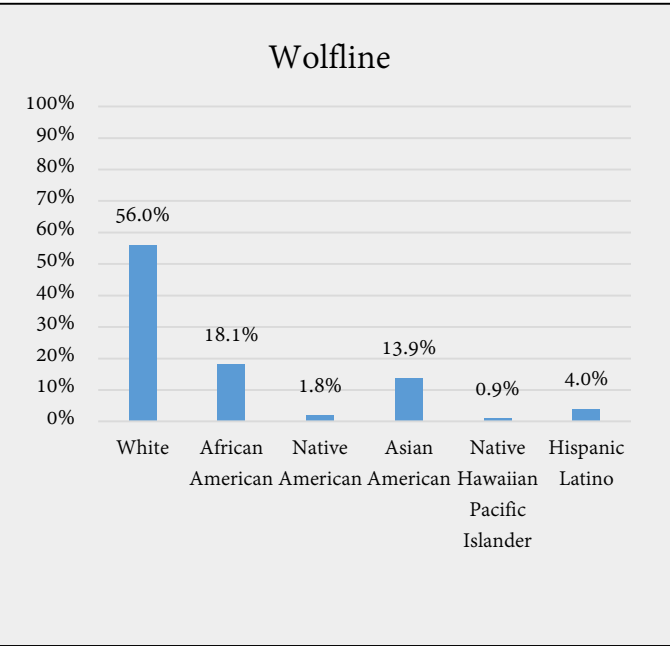
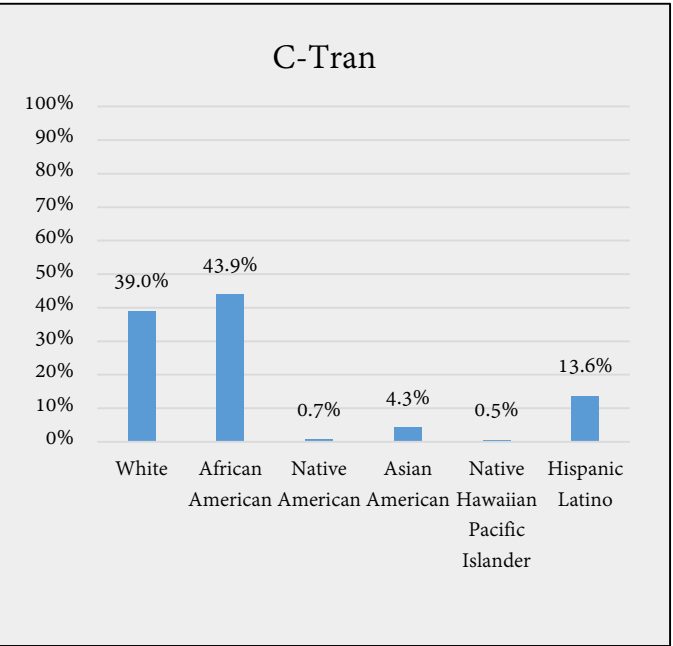
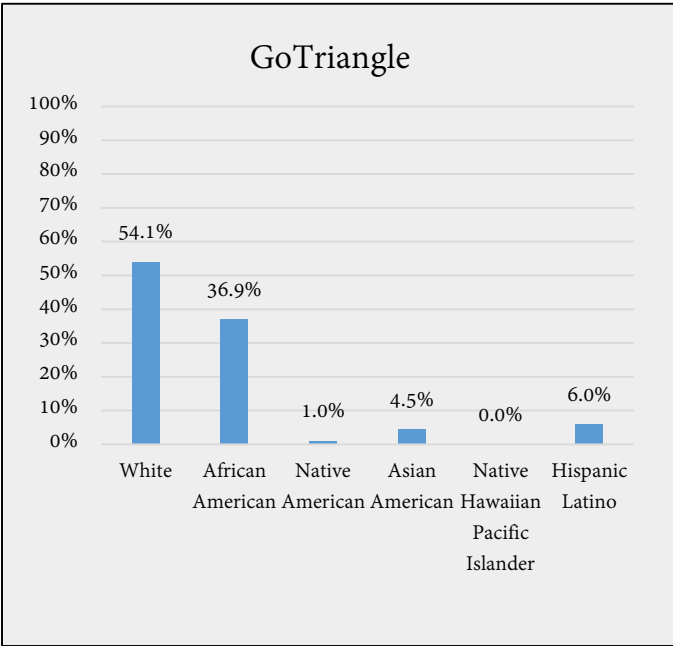
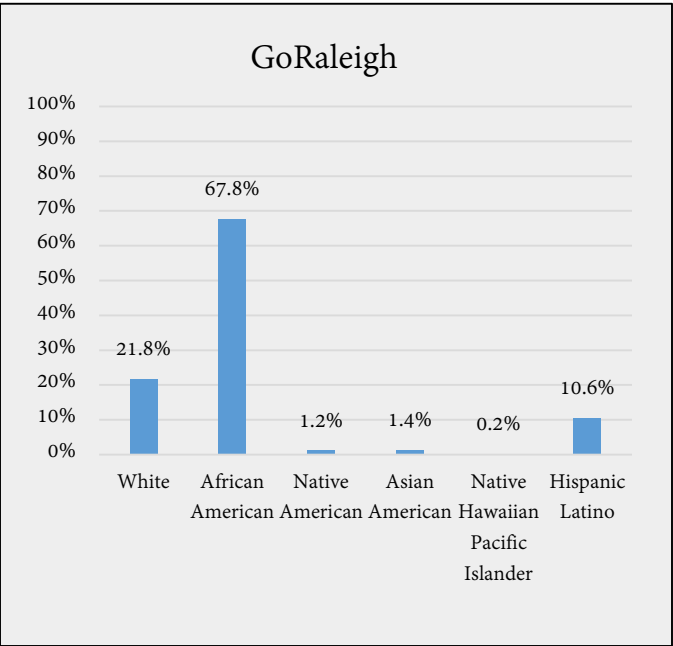
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below along with a breakdown of Wake County race and ethnicity data from the 2010-2014 American Community Survey (ACS). Individual charts for each system are provided at the bottom of the page. ACS data coupled with survey responses show that non-white and non-Hispanic populations comprise a higher proportion of transit ridership than their relative proportion of the Wake County population.

Combined responses for all systems		Wake County Percent
Response	Ridership Percent	
White (non-Hispanic)	38.2%	69.9%
African American (non-Hispanic)	44.9%	21.8%
Native American (non-Hispanic)	1.4%	0.9%
Asian American (non-Hispanic)	6.8%	6.6%
Native Hawaiian or Pacific Islander (non-Hispanic)	0.5%	0.1%
Hispanic or Latino	7.7%	9.9%



Results for Individual Systems



Employment status

Key Findings

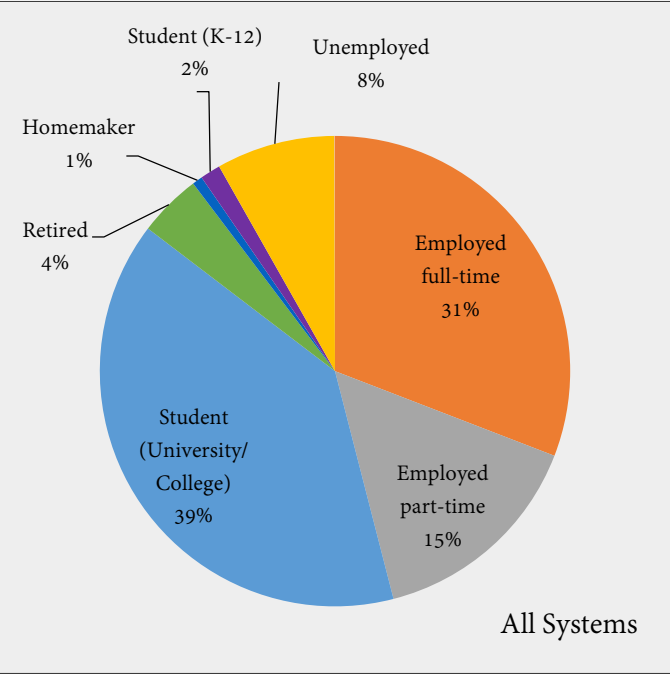
The following are key highlights of the responses from riders when asked their employment status.

System	Key Observations
All	<ul style="list-style-type: none"><li>Most riders are either employed full- or part-time (46.0%) or students at University or College (39.4%); however, the proportion of students is primarily due to Wolfline ridership</li><li>Some riders are unemployed (8.2%) or retired (4.3%)</li><li>Asmall minority of riders are students in grades K-12 (1.4%), homemakers (0.7%), or not of working age (0.0%)</li></ul>
GoRaleigh	<ul style="list-style-type: none"><li>A majority of riders (65.5%) are employed full- or part-time</li><li>Some riders are unemployed (15.2%), University or College students (8.2%), or retired (7.3%)</li></ul>
GoTriangle	<ul style="list-style-type: none"><li>A substantial majority of riders (78.5%) are employed full- or part-time</li><li>Some riders (12.6%) are University or College students</li></ul>
C-Tran	<ul style="list-style-type: none"><li>A substantial majority of riders (68.7%) are employed full- or part-time</li><li>Some riders (16.1%) are retired</li><li>Some riders are unemployed (8.0%) or students at University or College (5.0%)</li></ul>
Wolfline	<ul style="list-style-type: none"><li>A substantial majority of riders (83.2%) are University or College students</li><li>Some riders (16.2%) are employed full- or part-time</li></ul>

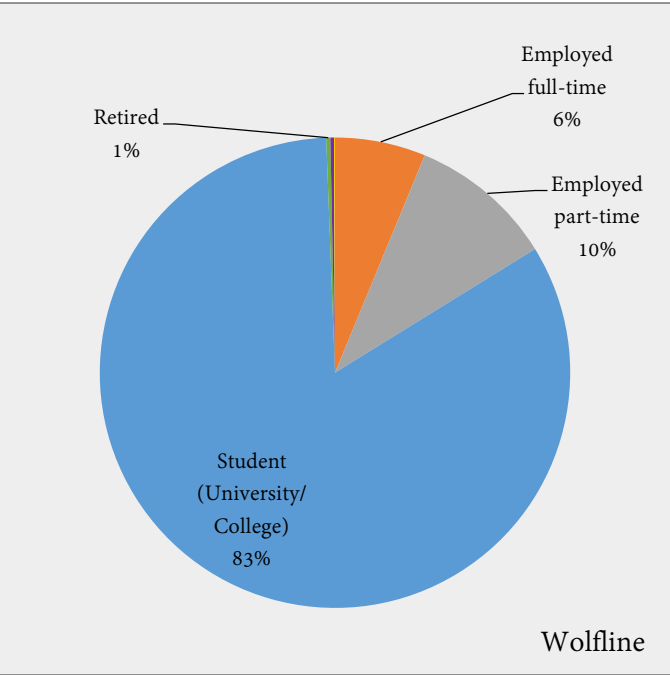
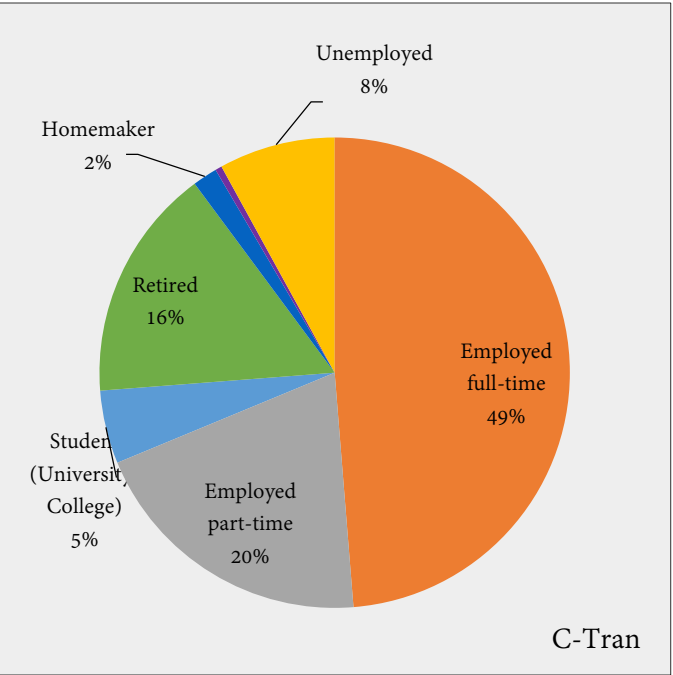
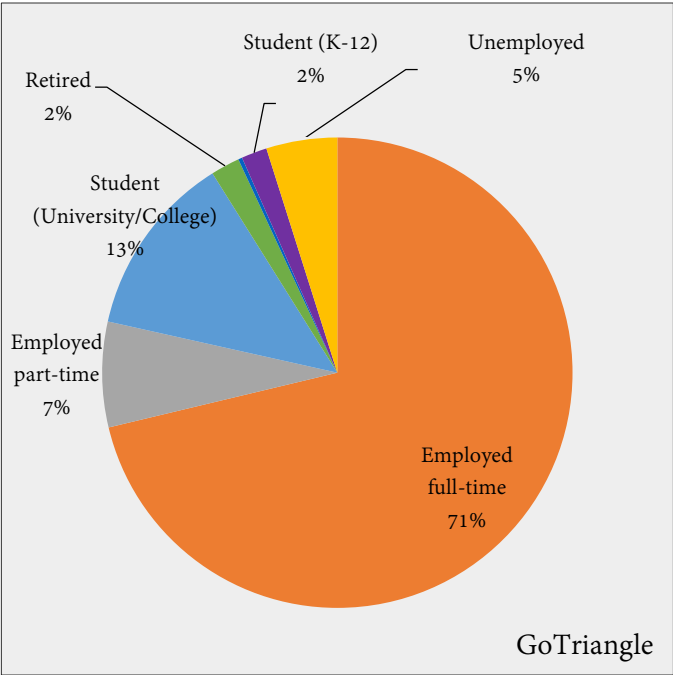
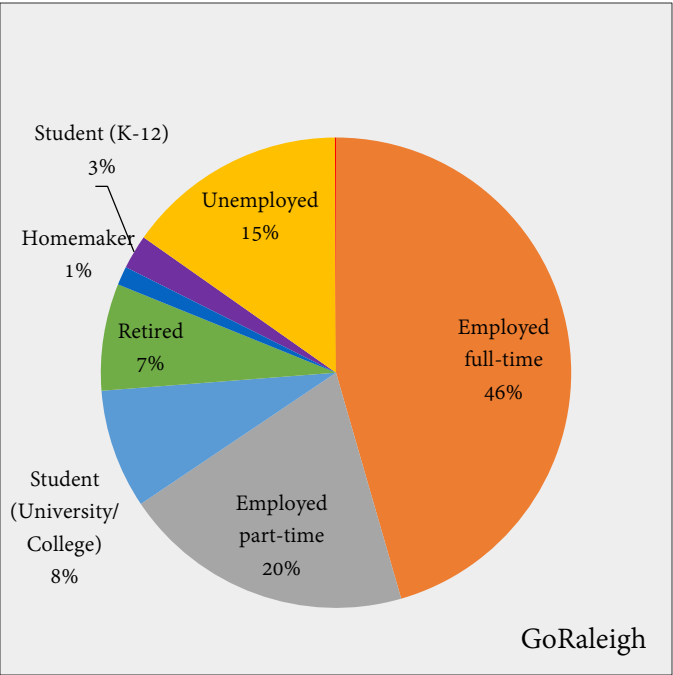
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
Student (University/College)	39.4%
Employed full-time	30.9%
Employed part-time	15.1%
Unemployed	8.2%
Retired	4.3%
Student (K-12)	1.4%
Homemaker	0.7%
Not working age	0.0%



Results for Individual Systems



Including you, how many people live in your household?

Key Findings

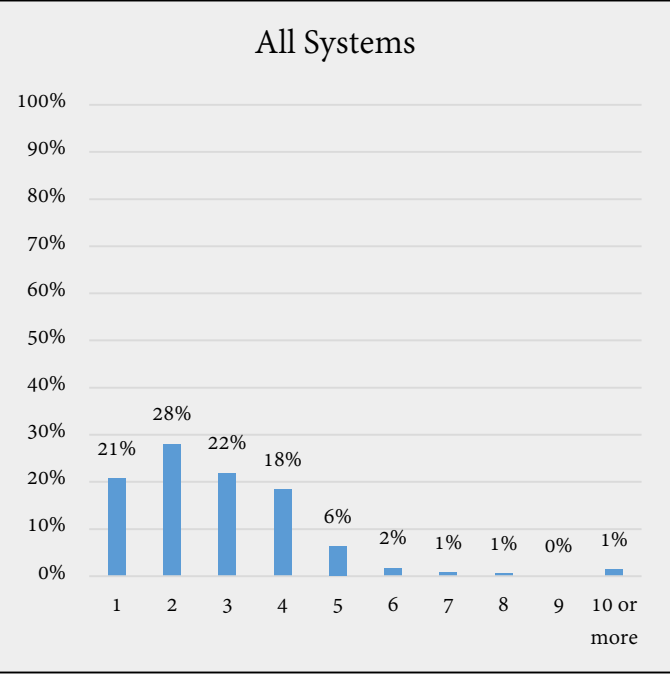
The following are key highlights of the responses from riders when asked how many people live in their household.

System	Key Observations
All	<ul style="list-style-type: none"><li>The vast majority of riders (89.1%) live in households with four or fewer people</li><li>Riders with two-person households are most commonly occurring subset for every system (28.1%)</li></ul>
GoRaleigh	<ul style="list-style-type: none"><li>A substantial majority of riders (84.5%) live in households with four or fewer people</li></ul>
GoTriangle	<ul style="list-style-type: none"><li>A vast majority of riders (87.9%) live in households with four or fewer people</li></ul>
C-Tran	<ul style="list-style-type: none"><li>A vast majority of riders (91.7%) live in households with four or fewer people</li></ul>
Wolfline	<ul style="list-style-type: none"><li>A vast majority of riders (94.5%) live in households with four or fewer people</li></ul>

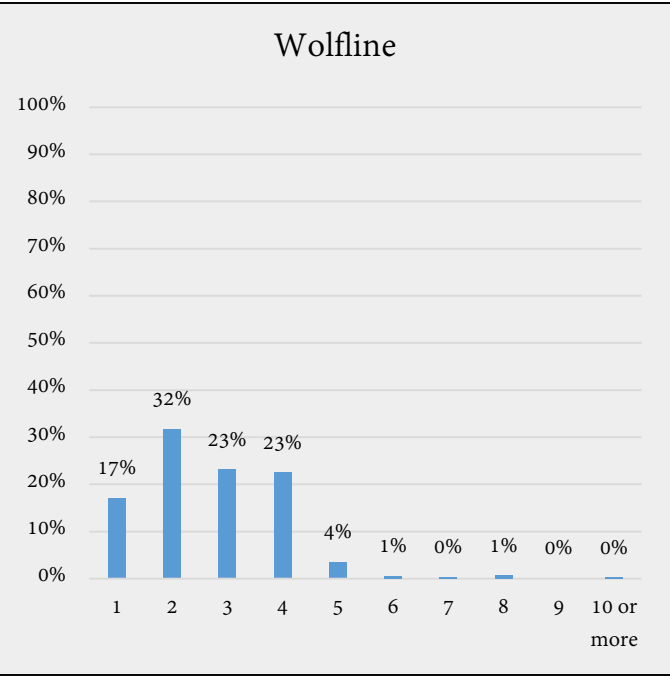
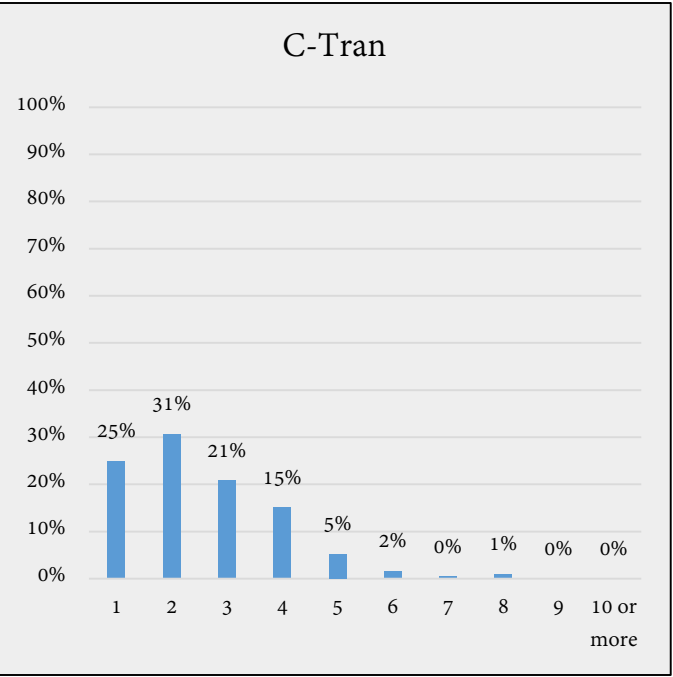
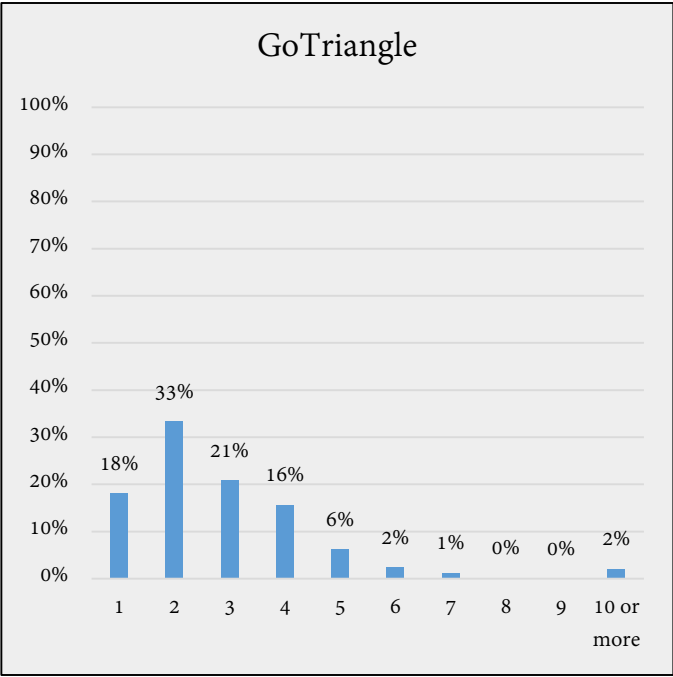
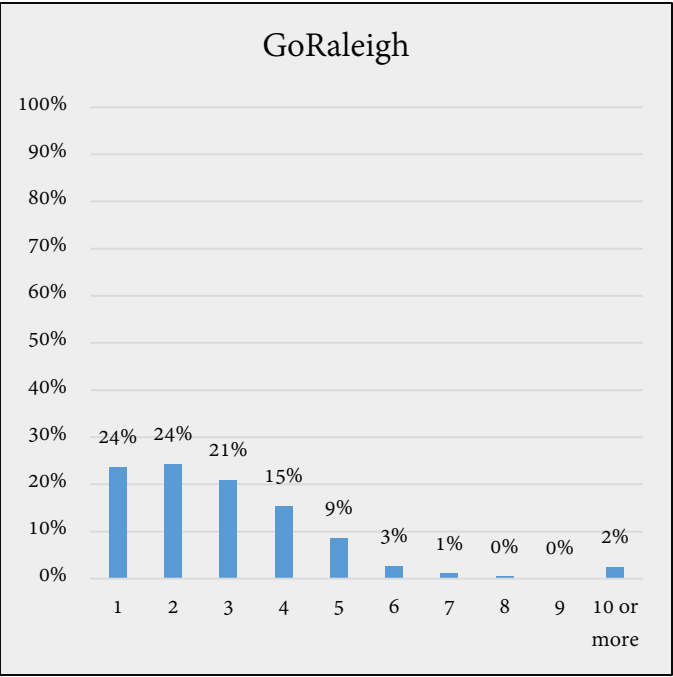
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
1	20.7%
2	28.1%
3	21.9%
4	18.4%
5	6.3%
6	1.8%
7	0.8%
8	0.6%
9	0.2%
10 or more	1.5%



Results for Individual Systems



Including you, how many people (16 or older) in your household are employed full or part-time?

Key Findings

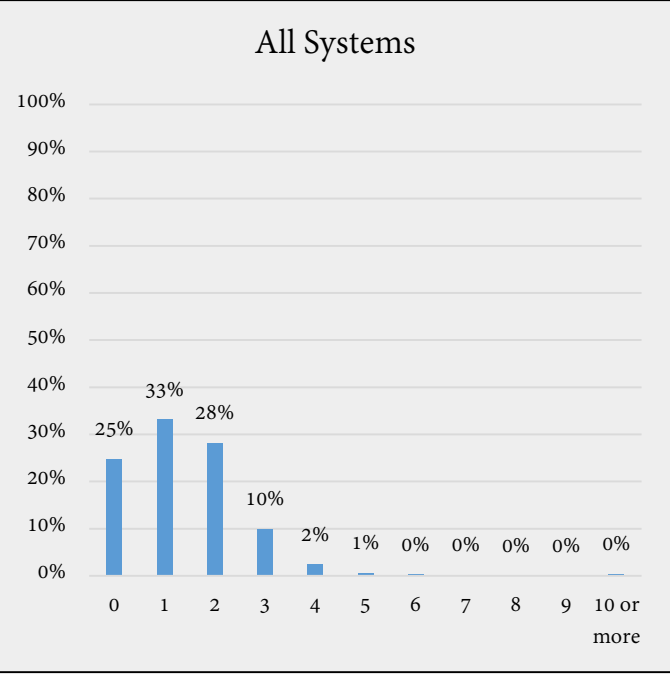
The following are key highlights of the responses from riders when asked how many people in their household, including themselves, are employed full or part time.

System	Key Observations
All	<ul style="list-style-type: none"><li>The vast majority of riders (86.2%) live with 3 or fewer employed household members</li><li>A majority of riders (58.0%) live with 1 or fewer employed household members</li><li>Some riders (24.8%) live with no employed household members</li></ul>
GoRaleigh	<ul style="list-style-type: none"><li>A substantial majority of riders (84.3%) live with 3 or fewer employed household members</li><li>A majority of riders (52.5%) live with 1 or fewer employed household members</li><li>Some riders (17.5%) live with no employed household members</li></ul>
GoTriangle	<ul style="list-style-type: none"><li>The vast majority of riders (85.8%) live with 3 or fewer employed household members</li><li>Some riders (44.2%) live with 1 or fewer employed household members</li><li>A small minority of riders (6.1%) live with no employed household members</li></ul>
C-Tran	<ul style="list-style-type: none"><li>A substantial majority of riders (84.1%) live with 3 or fewer employed household members</li><li>A majority of riders (54.0%) live with 1 or fewer employed household members</li><li>Some riders (18.8%) live with no employed household members</li></ul>
Wolfline	<ul style="list-style-type: none"><li>The vast majority of riders (88.5%) live with 3 or fewer employed household members</li><li>A substantial majority of riders (66.9%) live with 1 or fewer employed household members</li><li>Wolfline has the highest percentage of riders (36.6%) living with no employed household members. This is likely due to the use of Wolfline by unemployed students.</li></ul>

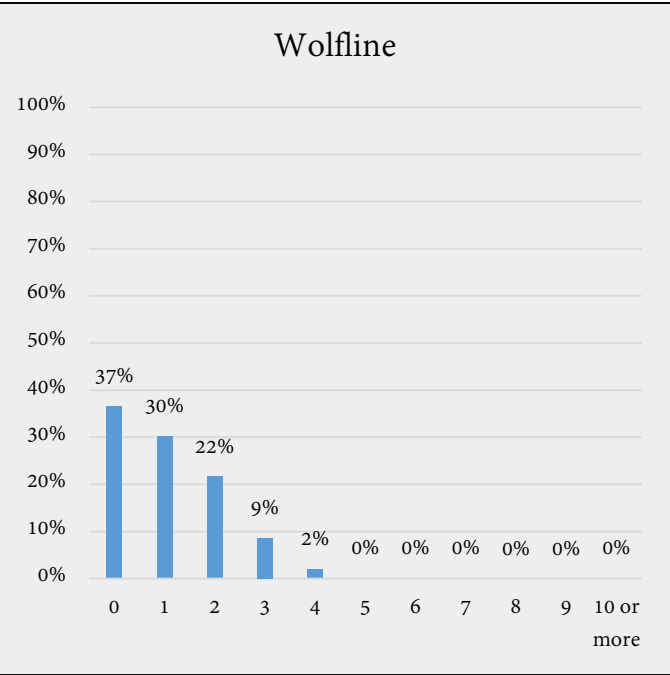
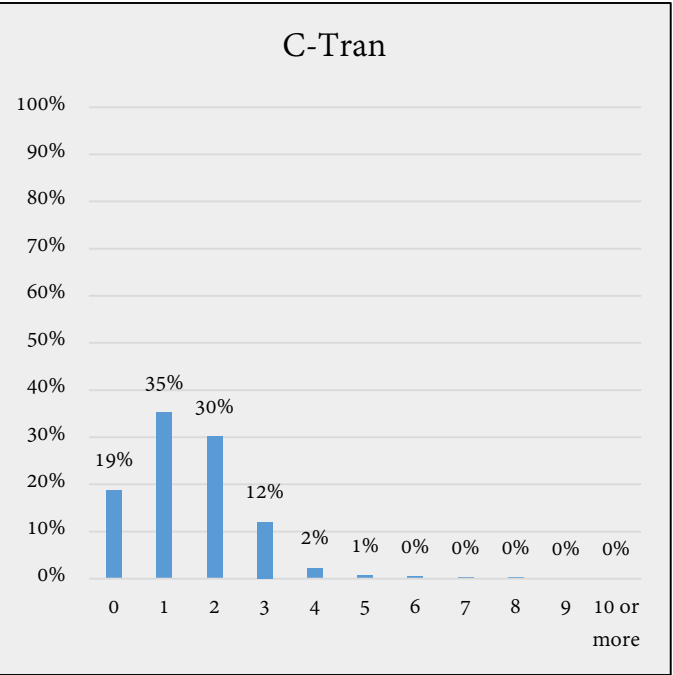
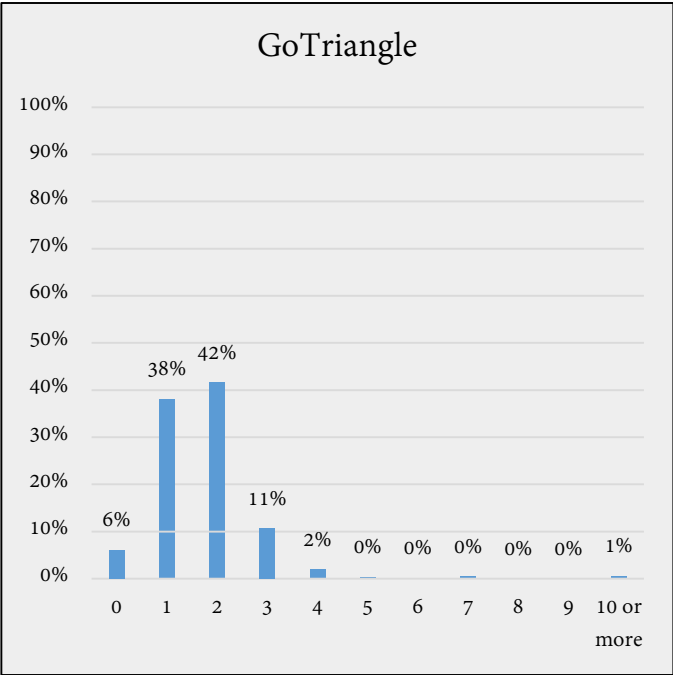
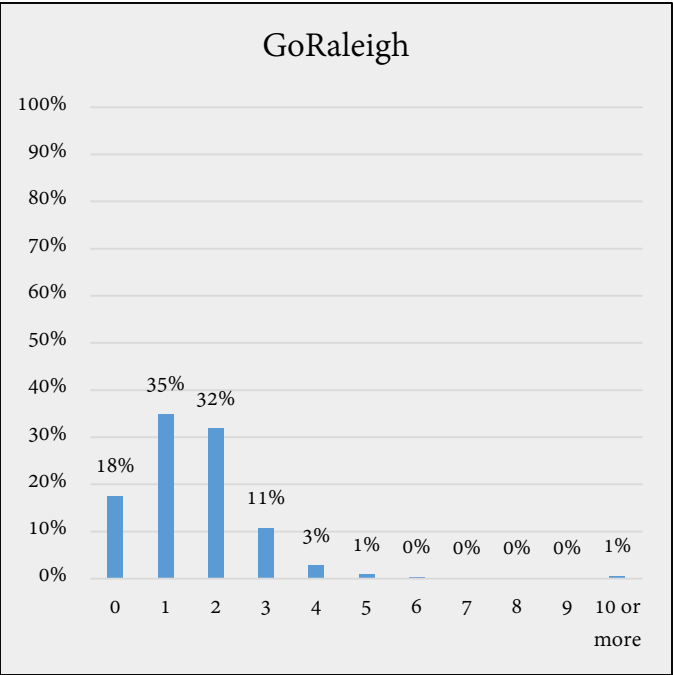
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
0	24.8%
1	33.2%
2	28.2%
3	9.9%
4	2.4%
5	0.6%
6	0.3%
7	0.2%
8	0.1%
9	0.0%
10 or more	0.4%



Results for Individual Systems



How many working vehicles (cars, trucks, or motorcycles) are available to your household?

Key Findings

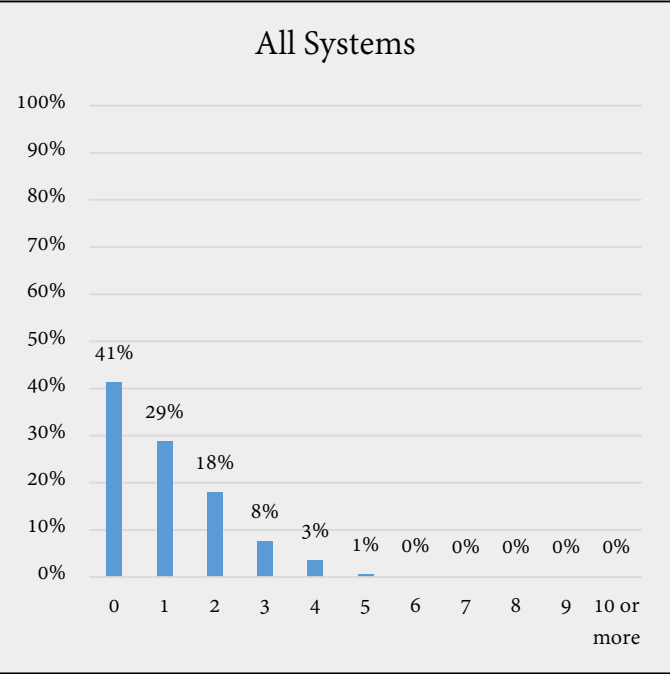
The following are key highlights of the responses from riders when asked how many working vehicles are available to their household. GoTriangle’s ridership findings deviate notably from GoRaleigh and C-Tran for this question. This could reflect that GoTriangle’s ridership has more disposable income, which could be used for vehicle ownership. Wolfline predominantly serves a student population and its results reflect this population.

System	Key Observations
All	<ul style="list-style-type: none"><li>Approximately two-fifths of riders (41.2%) have no vehicles available to their household</li><li>Some riders have 1 (28.8%), 2 (17.9%), 3 (7.5%) or 4 (3.4%) vehicles available to their household</li></ul>
GoRaleigh	<ul style="list-style-type: none"><li>A majority of riders (55.5%) have no vehicles available to their household</li><li>Some riders have 1 (28.0%) or 2 (12.0%) vehicles available to their household</li></ul>
GoTriangle	<ul style="list-style-type: none"><li>A similar percentage of riders have 0 (30.5%) or 1 (35.0%) vehicle available to their household</li><li>Some riders have 2 (25.6%) or 3 (7.0%) vehicles available to their household</li></ul>
C-Tran	<ul style="list-style-type: none"><li>Slightly less than half of riders (45.6%) have no vehicle available to their household</li><li>Some riders have 1 (32.4%) or 2 (15.8%) vehicles available to their household</li></ul>
Wolfline	<ul style="list-style-type: none"><li>A similar percentage of riders have 0 (25.1%), 1 (28.7%) or 2 (24.2%) vehicles available to their household</li><li>Some riders have 3 (13.0%) or 4 (7.2%) vehicles available to their household</li></ul>

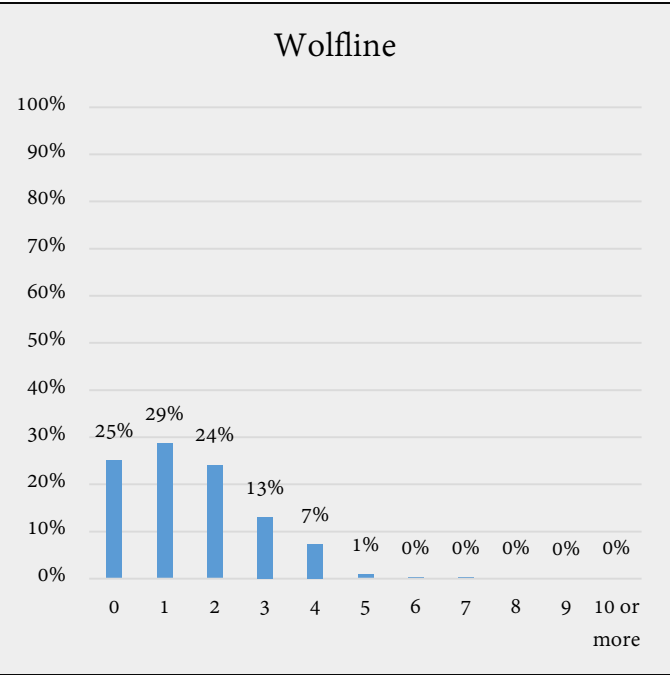
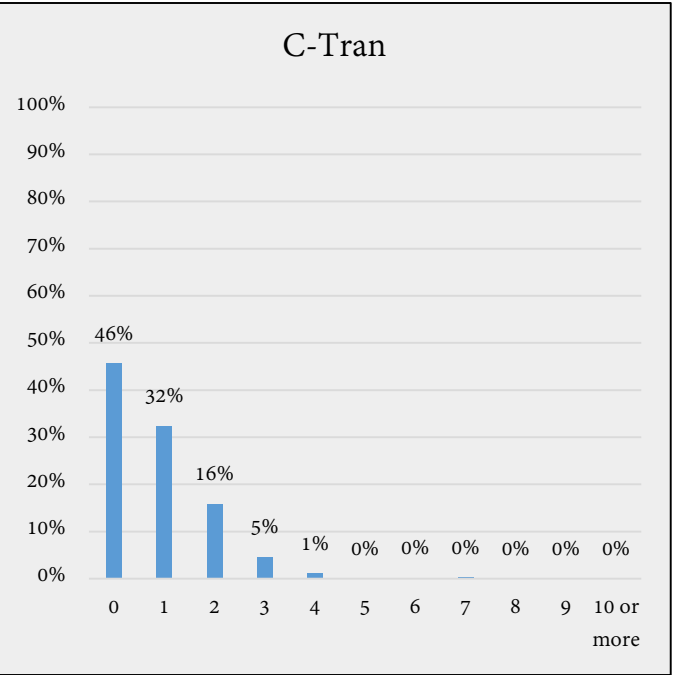
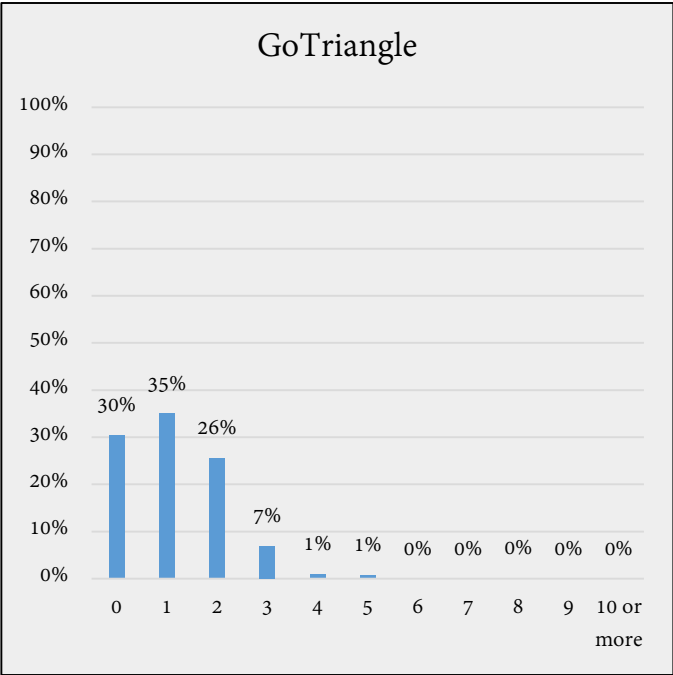
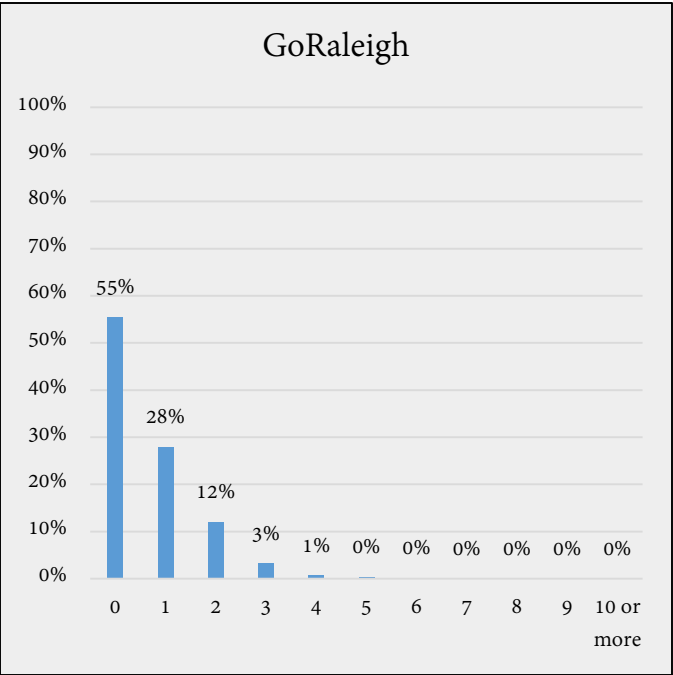
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
0	41.2%
1	28.8%
2	17.9%
3	7.5%
4	3.4%
5	0.6%
6	0.2%
7	0.1%
8	0.1%
9	0.0%
10 or more	0.1%



Results for Individual Systems



Could you have used one of these vehicles for this trip?

Key Findings

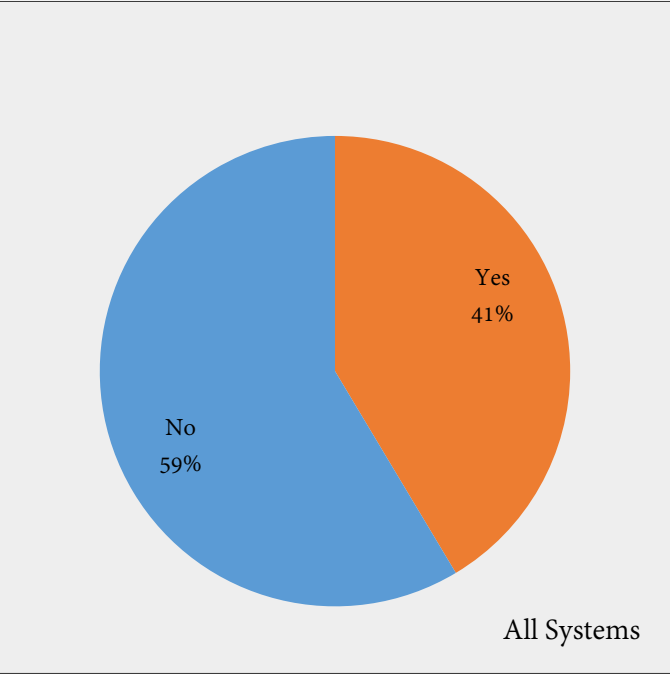
Riders who have at least one vehicle available to their household were asked if the vehicle could have been used for their trip. The following are key highlights of the responses from riders. Similar to findings on the previous page, GoTriangle survey responses deviated notably from GoRaleigh and C-Tran. Meanwhile, Wolfline survey responses seemed to reflect its student-based population.

System	Key Observations
All	<ul style="list-style-type: none"><li>A majority of riders (58.6%) could not have used one of their household’s vehicles for their trip</li></ul>
GoRaleigh	<ul style="list-style-type: none"><li>A substantial majority of riders (72.2%) could not have used one of their household’s vehicles for their trip</li></ul>
GoTriangle	<ul style="list-style-type: none"><li>A majority of riders (65.6%) could have used one of their household’s vehicles for their trip</li></ul>
C-Tran	<ul style="list-style-type: none"><li>A substantial majority of riders (71.7%) could not have used one of their household’s vehicles for their trip</li></ul>
Wolfline	<ul style="list-style-type: none"><li>A similar percentage of riders could have used one of their household’s vehicles for their trip (48.7%) as could not have (51.3%)</li></ul>

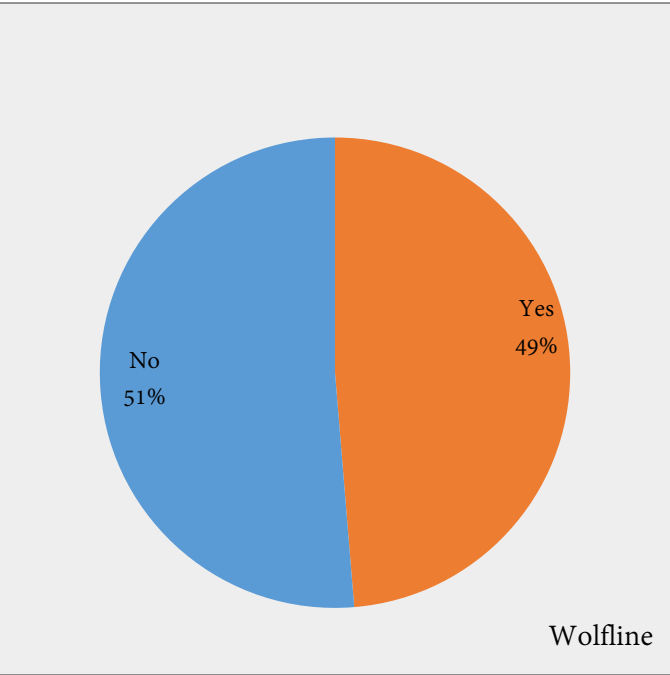
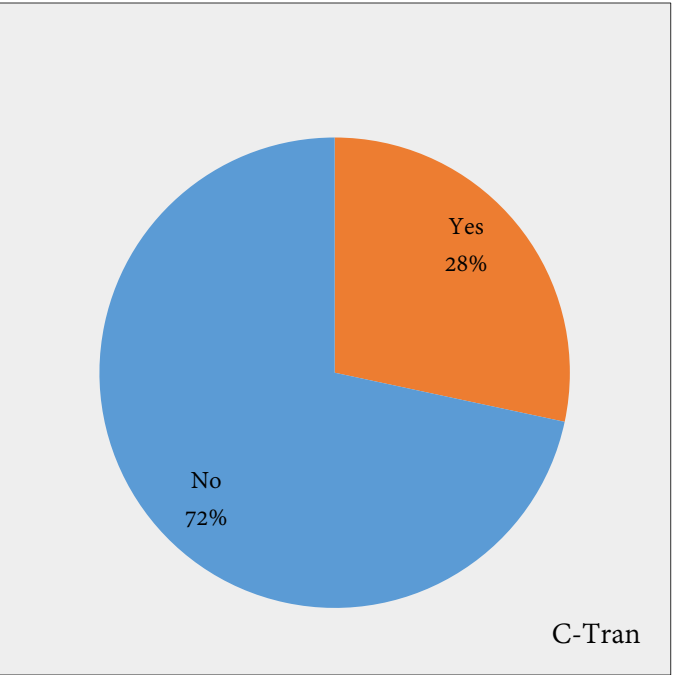
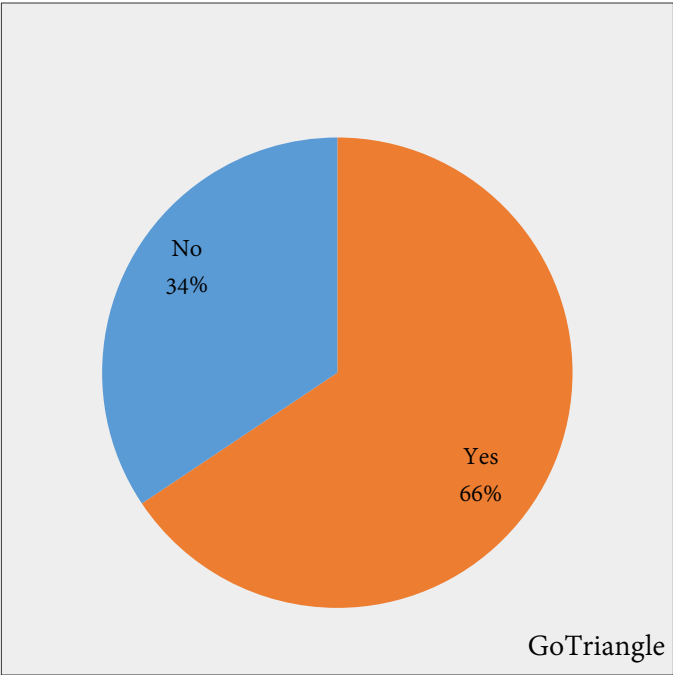
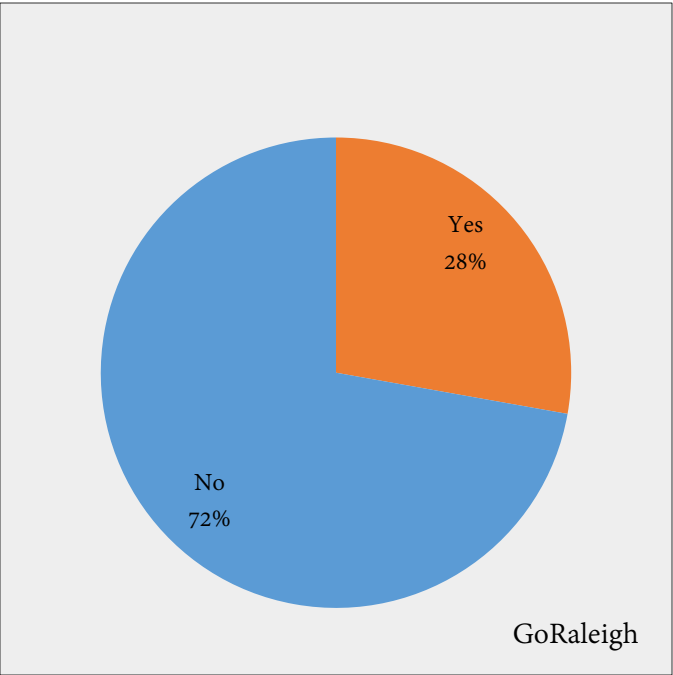
Results for All Systems

The combined weighted and expanded results for all systems are shown in the table and chart below. Individual charts for each system are provided at the bottom of the page.

Combined responses for all systems	
Response	Percent
No	58.6%
Yes	41.4%



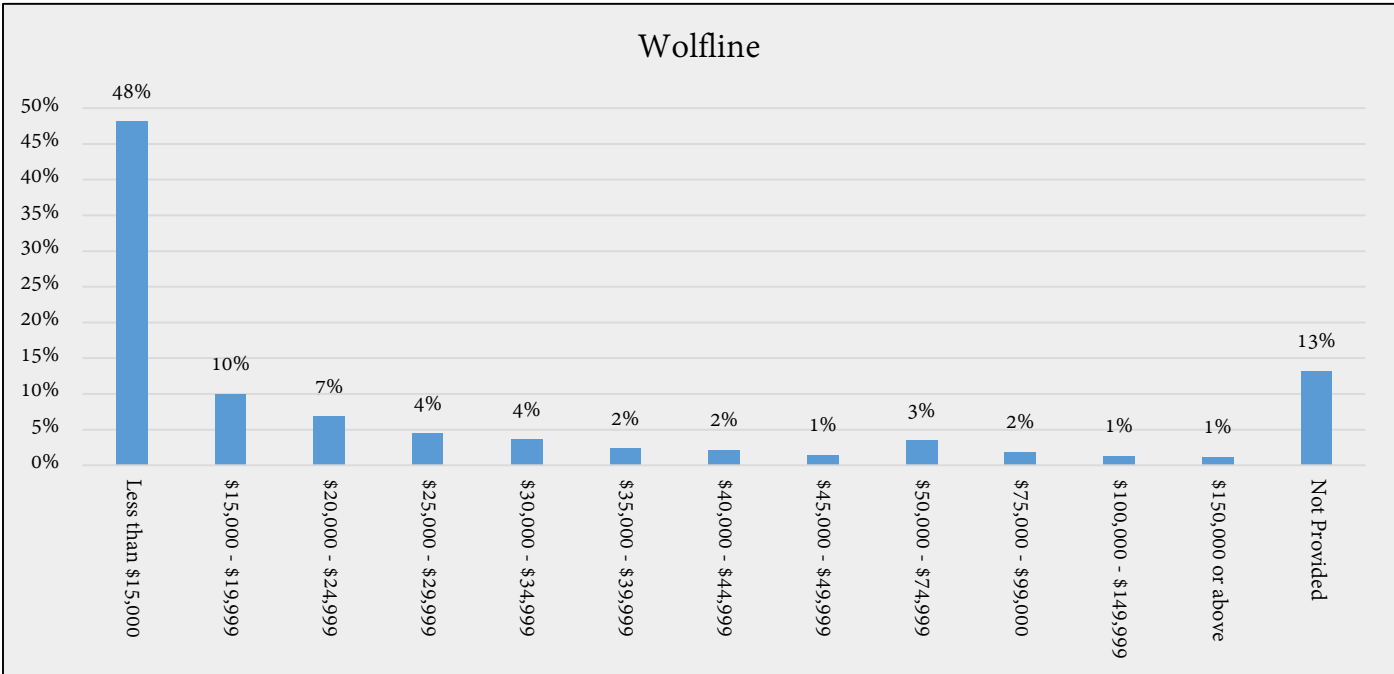
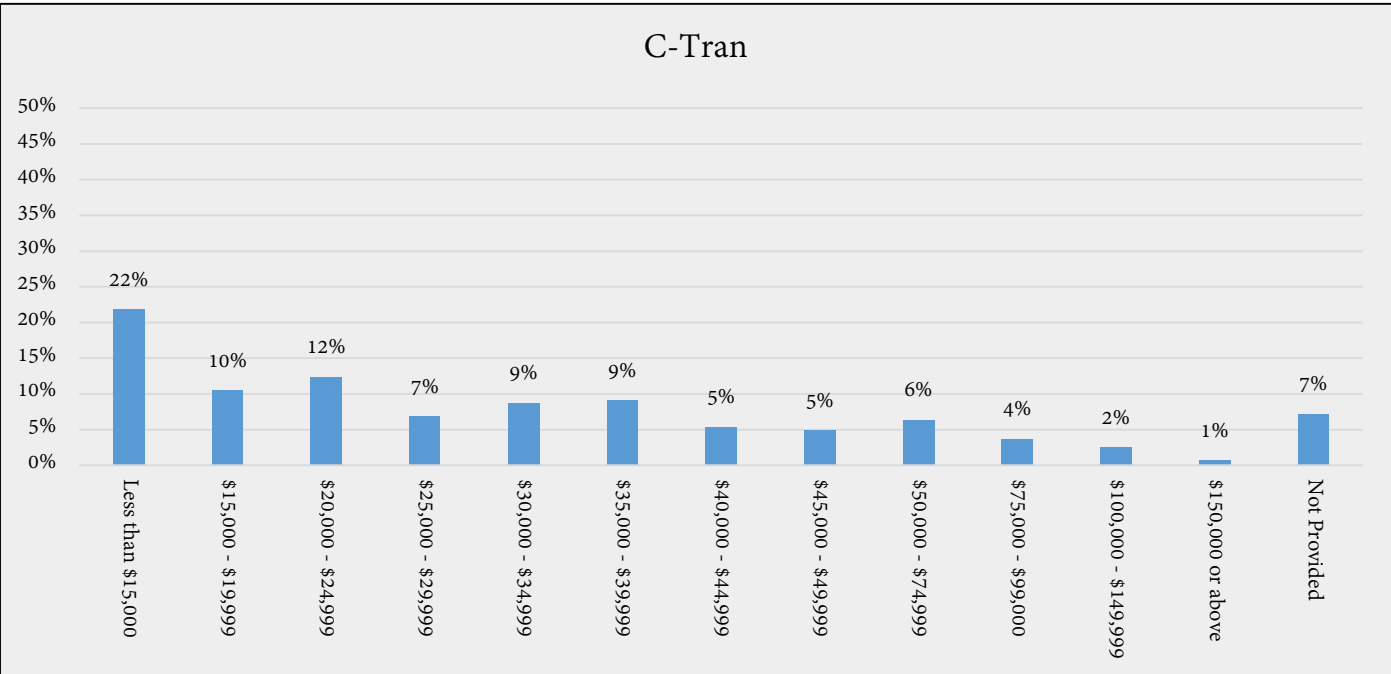
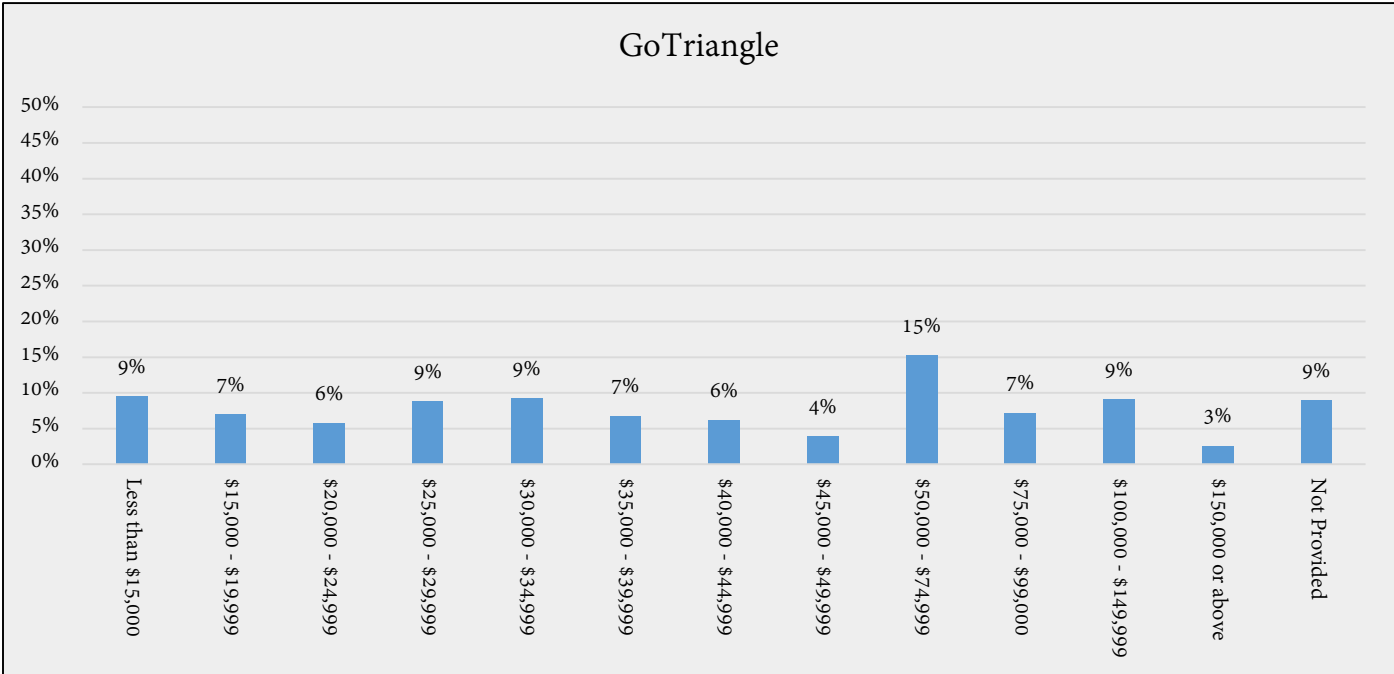
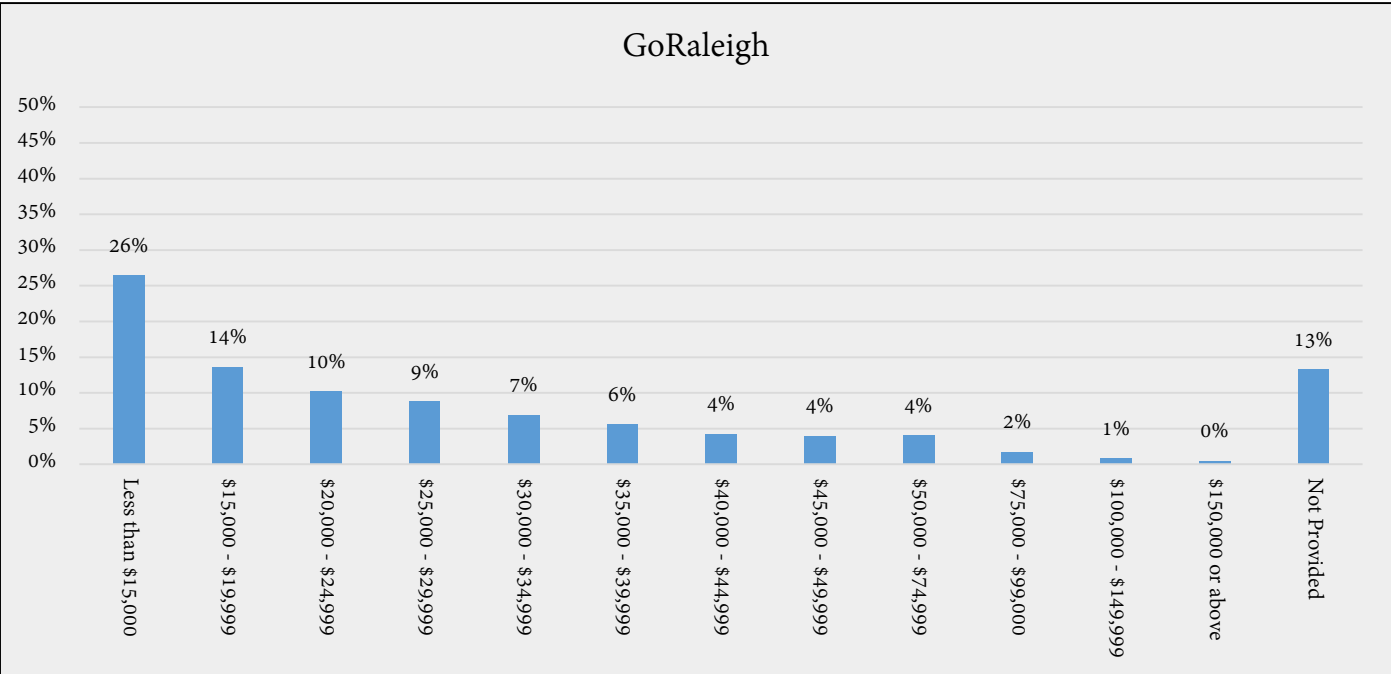
Results for Individual Systems



Which of the following best describes your total annual household income in 2014 before taxes?

Riders were asked about their annual household income. Data for each system is summarized in the bar charts below. For three out of four systems, the income range with the highest percentage of riders is ‘Less than \$15,000’, with this proportion nearly 50 percent for Wolfline, which is likely a reflection of student ridership. For GoTriangle, the income range with the highest percentage of riders is ‘\$50,000-\$74,999’. A portion of riders did not provide a response

to this survey question (7-13% of riders by system), likely because it may be perceived to be highly personal in nature. Median household incomes for Wake County (\$66,579), the city of Raleigh (\$54,581), and the town of Cary (\$91,481), are higher than the household income of the majority of transit riders for all systems. This seems to indicate that low-cost transportation is important to transit riders.



## Customer Satisfaction, Perception and Brand Awareness

Customer satisfaction questions, provide critical information related to performance, schedules, appearance, and convenience that allow the agencies to determine potential areas for improvement in their delivery of fixed route transit service to their customers. Responses to perception questions provide insight as to how customers view each transit agency. Brand awareness questions were asked on GoRaleigh routes only to gauge customers' awareness about the transition from Capital Area Transportation (CAT) to GoRaleigh.

Customer satisfaction questions were asked under one main question, 'rate your satisfaction with the following items', with multiple sub-topics that allowed respondents to provide a rating of, 'very satisfied', 'satisfied', 'neutral', 'dissatisfied', and 'very dissatisfied'. Customer perception questions were phrased as statements and the rider was asked to indicate their level of agreement as 'strongly disagree', 'disagree', 'neutral', 'agree', and 'strongly agree'. Brand awareness questions were asked only of riders on GoRaleigh. This series of three questions gauged riders' awareness of the change from CAT to GoRaleigh. The questions asked on each system are summarized below.

Riders on all systems were asked:

- Rate your satisfaction with GoRaleigh in each of the following areas...
- Indicate your level of agreement with each of the following statements:
  - (Transit agency name) values its customers
  - (Transit agency name) provides excellent customer service
  - I would recommend (transit agency name) to others

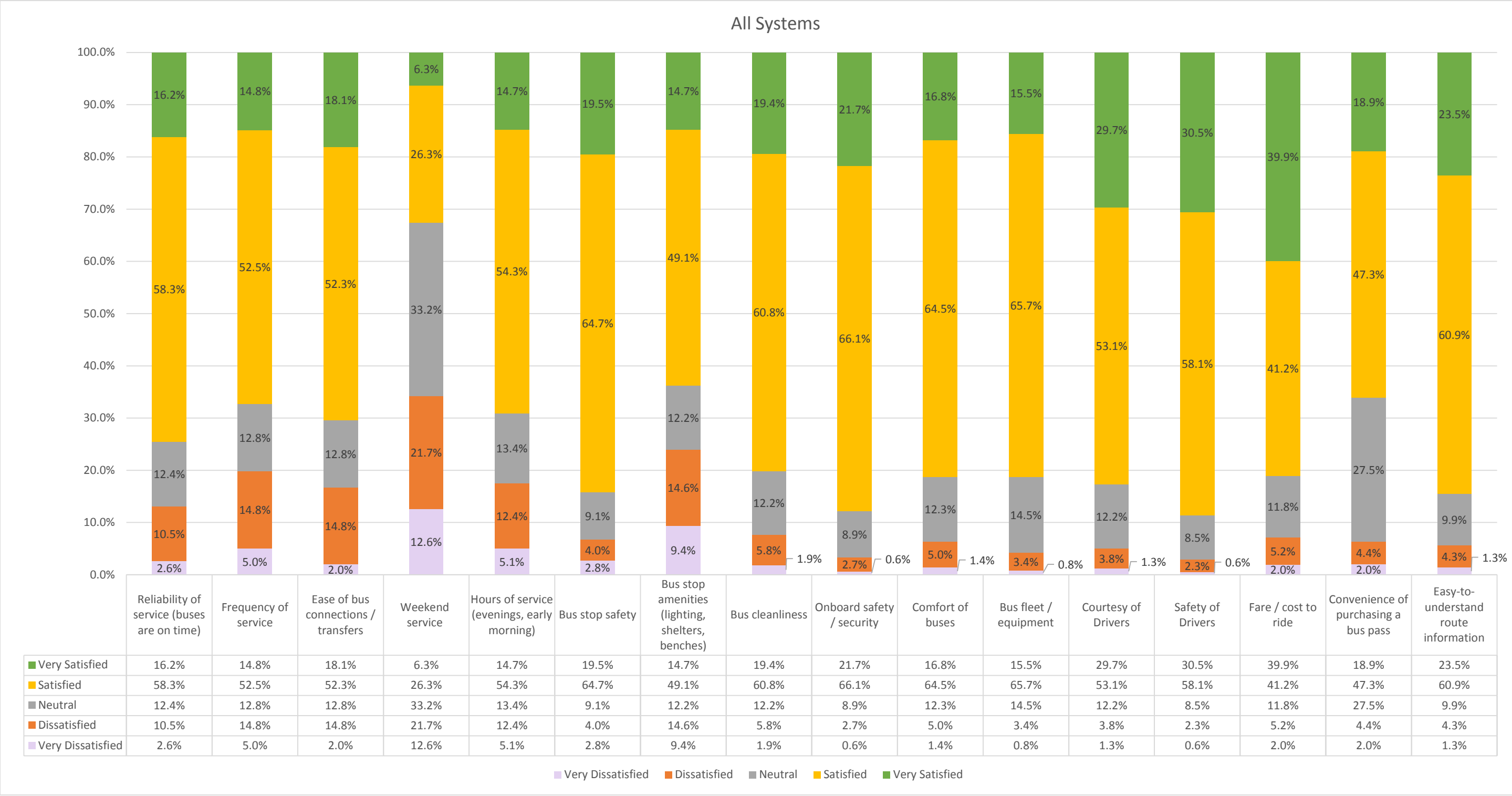
Riders on GoRaleigh were additionally asked the following brand awareness questions:

- When did you learn CAT/Capital Area Transit changed to GoRaleigh?
- How did you find out about the change?
- Have you noticed any differences in service since the switch from CAT/Capital Area Transit to GoRaleigh?

Rate your satisfaction in each of the following areas...

Key Findings

Level of satisfaction responses from riders across all systems are highlighted in the chart below. For all systems combined safety of drivers (30.5%), courtesy of drivers (29.7%), and fare/cost to ride (39.9%) have the highest percentages of very satisfied riders, and weekend service has the highest percentages of dissatisfied riders (21.7% dissatisfied and 12.6% very dissatisfied).



Rate your satisfaction with GoRaleigh in each of the following areas...

Key Findings

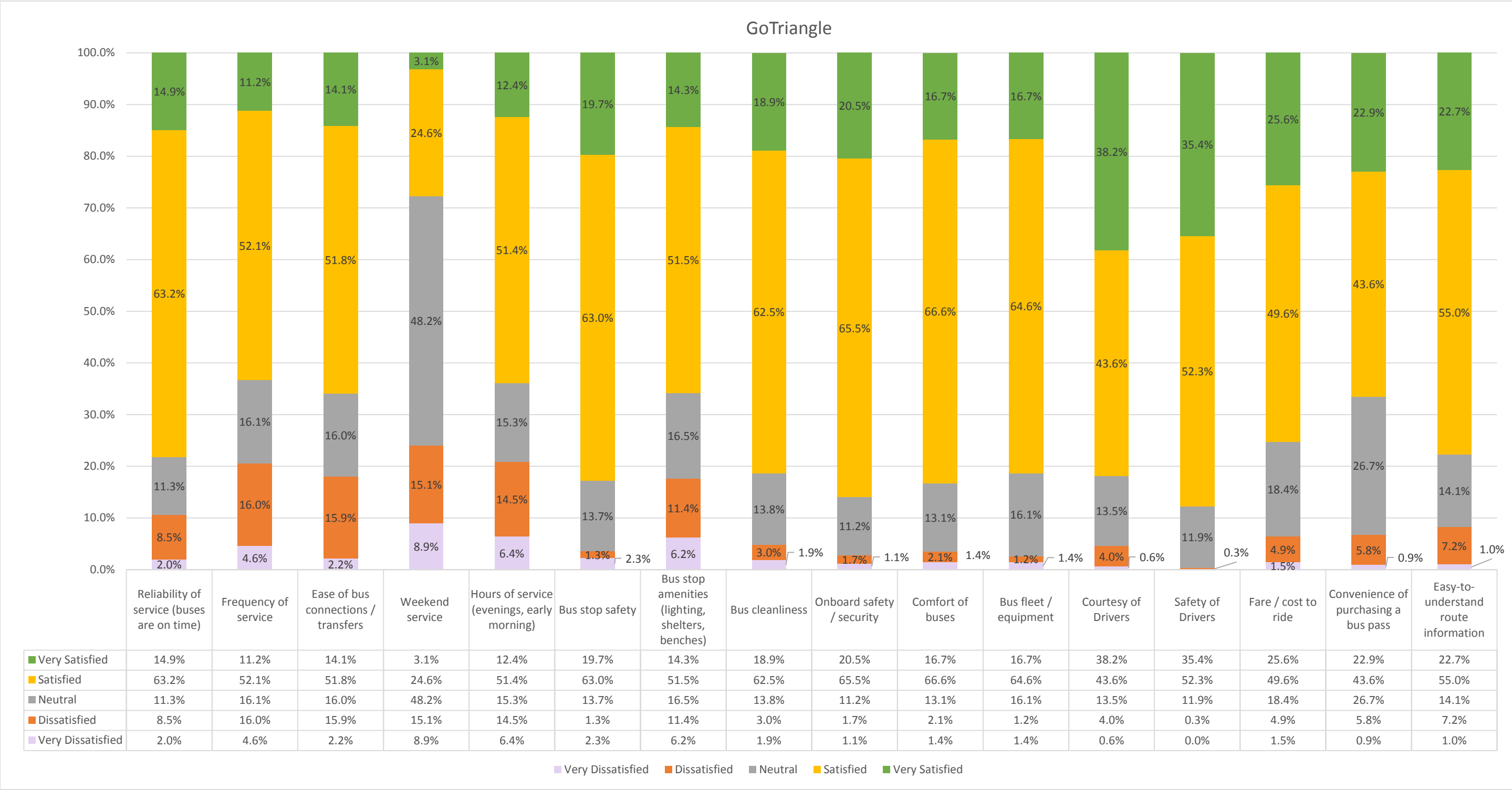
Level of satisfaction responses from riders on GoRaleigh are highlighted in the chart. Safety of drivers (23.8%), courtesy of drivers (22.3%), and fare/cost to ride (19.4%) have the highest percentages of very satisfied riders. Across all aspects of service, the highest percentages of rider dissatisfaction exist with weekend service (26.3% dissatisfied and 16.4% very dissatisfied) and bus stop amenities (19.8% dissatisfied and 11.7% very dissatisfied).



Rate your satisfaction with GoTriangle in each of the following areas...

Key Findings

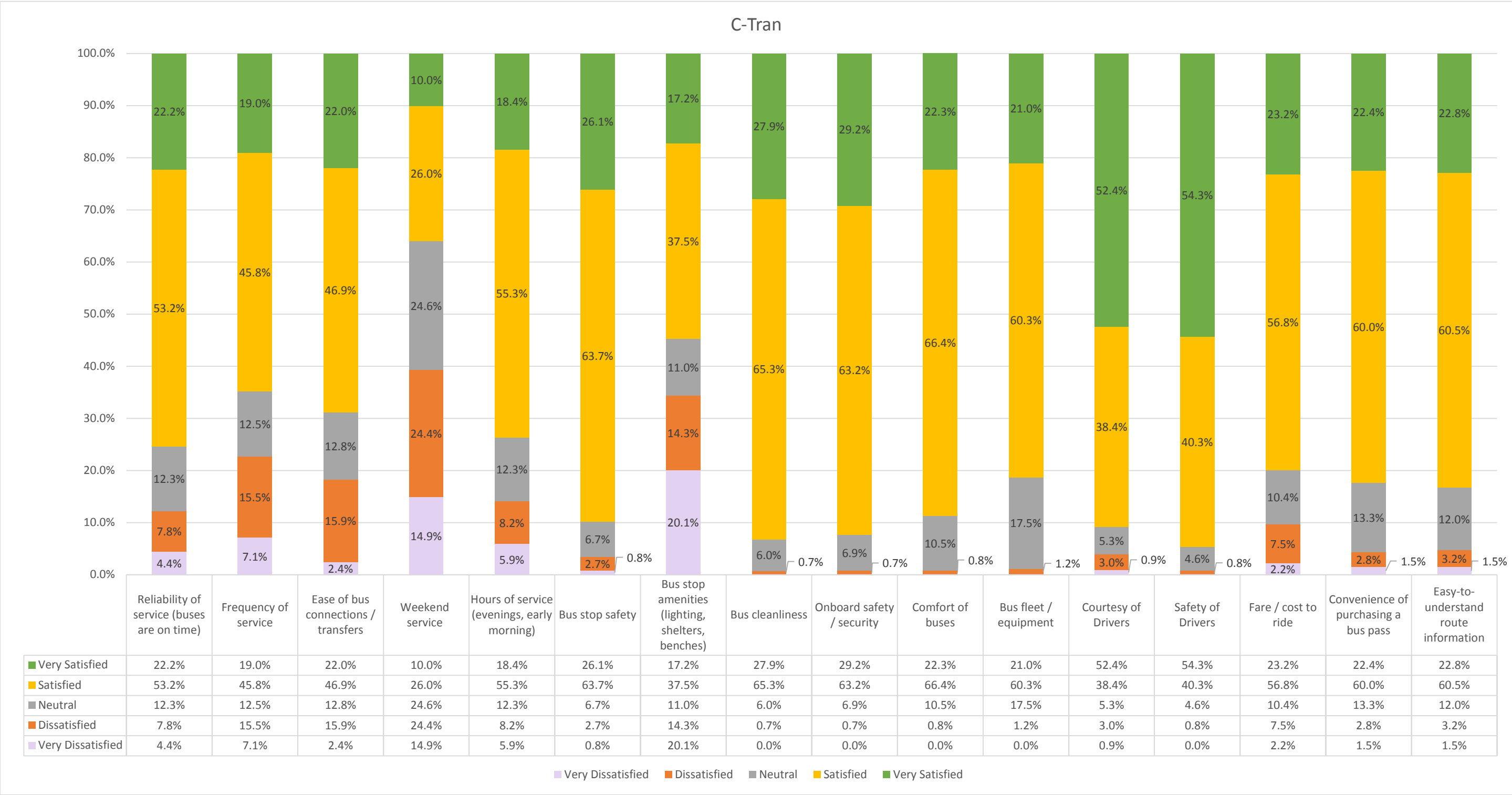
Level of satisfaction responses from riders on GoTriangle are highlighted in the chart. Courtesy of drivers (38.2%), safety of drivers (35.4%), and fare/cost to ride (25.6%) have the highest percentages of very satisfied riders. While the percentages of dissatisfied riders are fairly low, the highest percentages of rider dissatisfaction exist with weekend service (15.1% dissatisfied and 8.9% very dissatisfied) and hours of service (14.5% dissatisfied and 6.4% very dissatisfied).



Rate your satisfaction with C-Tran in each of the following areas...

Key Findings

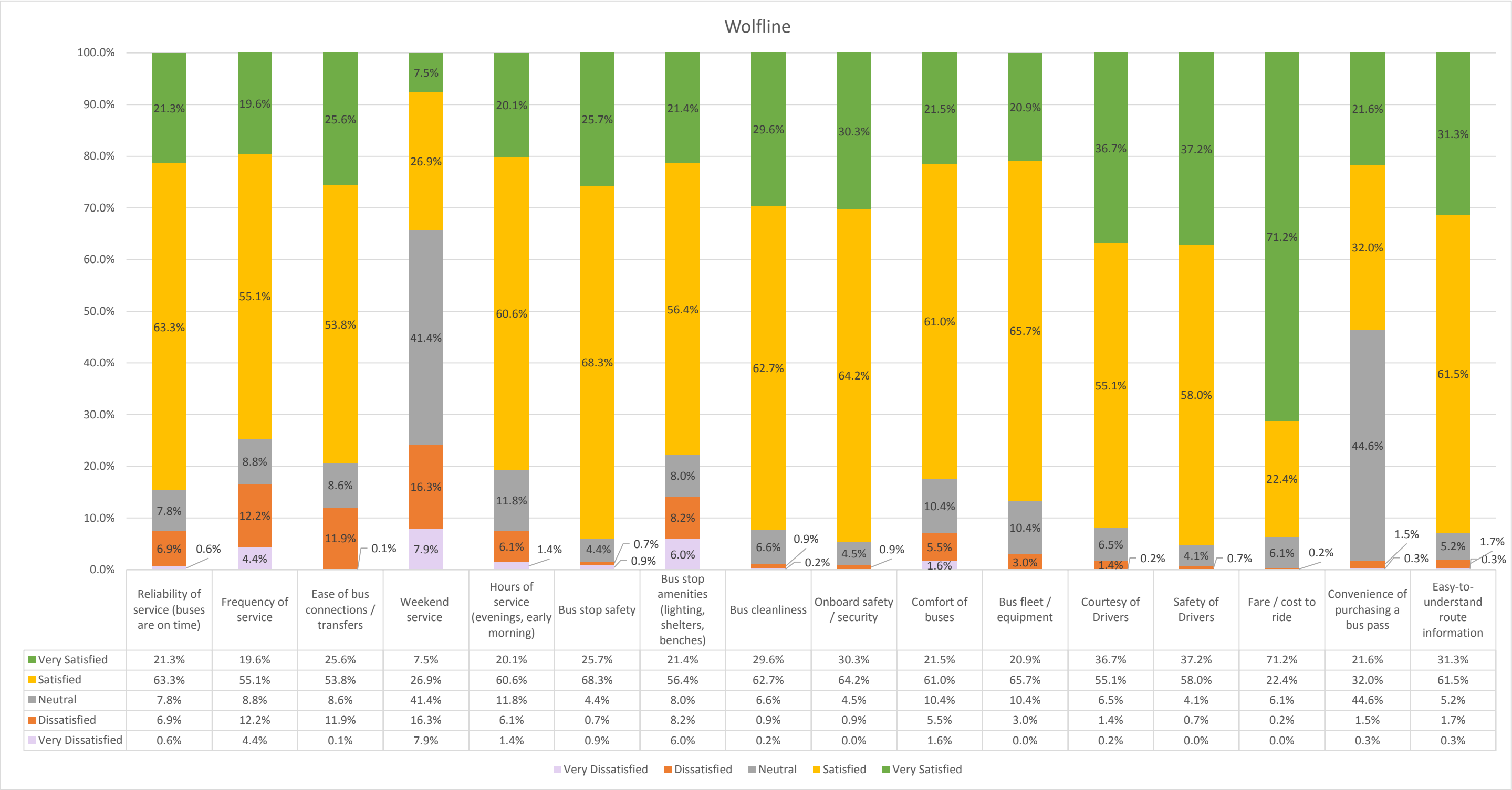
Level of satisfaction responses from riders on C-Tran are highlighted in the chart. Safety of drivers (54.3%) and courtesy of drivers (52.4%) have the highest percentages of very satisfied riders. Across all aspects of service, the highest percentages of dissatisfied riders exist with bus stop amenities (14.3% dissatisfied and 20.1% very dissatisfied) and weekend service (24.4% dissatisfied and 14.9% very dissatisfied).



Rate your satisfaction with Wolfline in each of the following areas...

Key Findings

Level of satisfaction responses from riders on Wolfline are highlighted in the chart. Fare/cost to ride (21.6%), safety of drivers (37.2%) and courtesy of drivers (36.7%) have the highest percentages of very satisfied riders. While the percentage of dissatisfied riders is fairly low across all aspects of service, the highest percentages of rider dissatisfaction exist with weekend service (7.9% very dissatisfied and 16.3% satisfied).



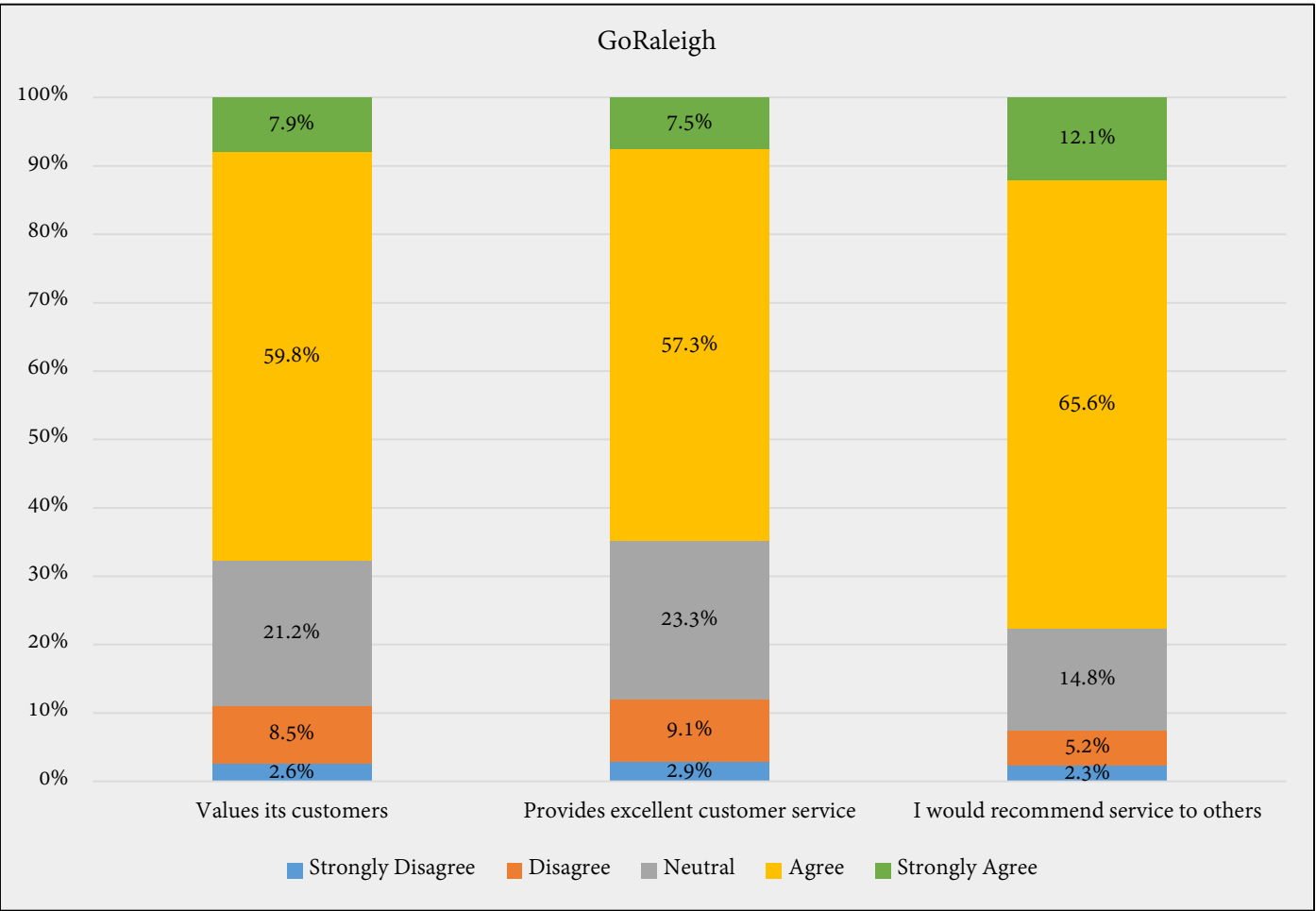
Indicate your level of agreement with the following statements...

Riders on each system were asked to indicate their level of agreement with three statements that gauge customers’ perception of the transit agency. Riders could indicate they strongly disagree, disagree, are neutral, agree, or strongly agree with each statement.

GoRaleigh

Most GoRaleigh riders (65%-78%) agree or strongly agree that GoRaleigh values its customers, provides excellent customer service, and that they would recommend GoRaleigh to others.

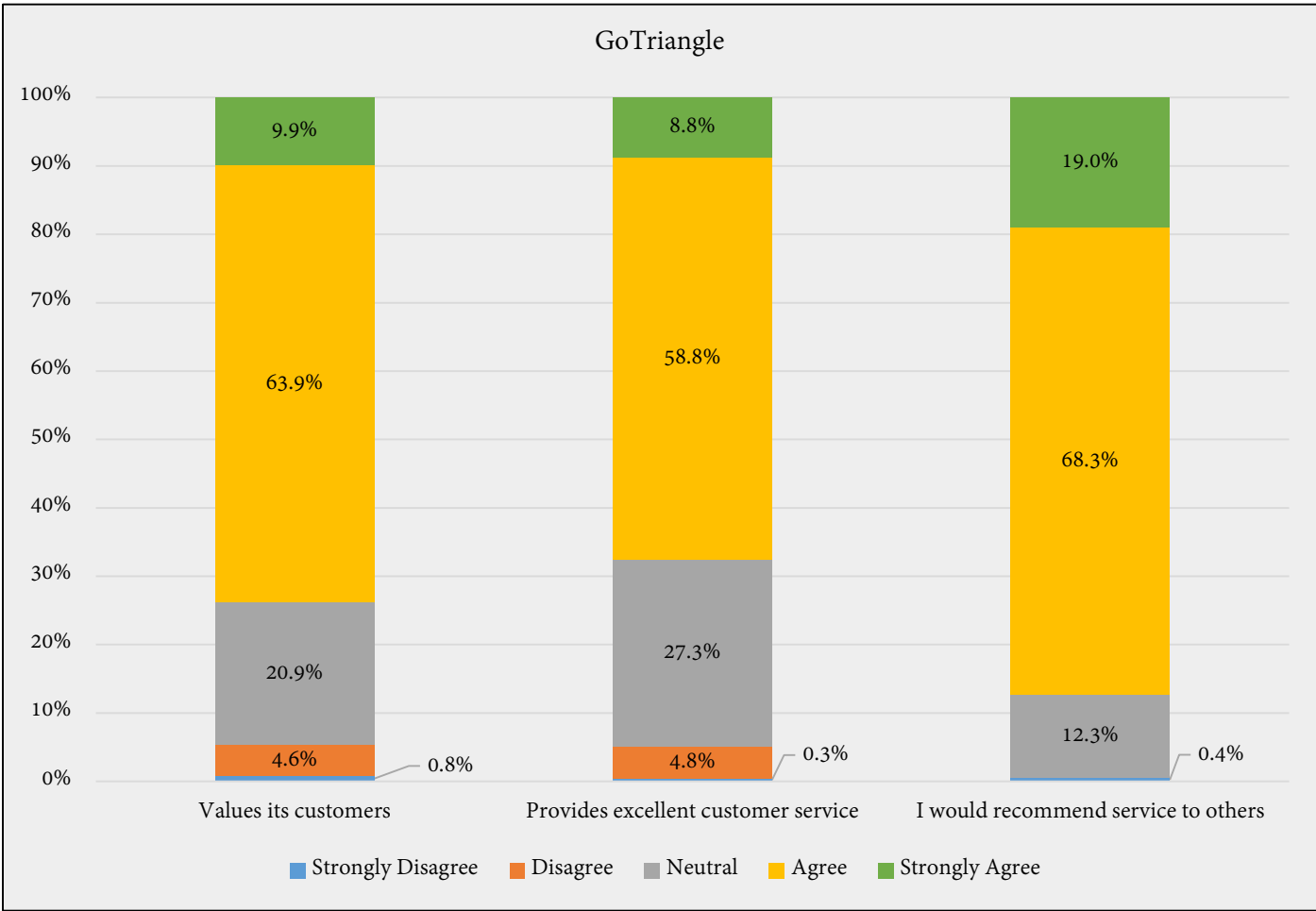
Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Agency values its customers	2.6%	8.5%	21.2%	59.8%	7.9%
Agency provides excellent customer service	2.9%	9.1%	23.3%	57.3%	7.5%
I would recommend agency to others	2.3%	5.2%	14.8%	65.6%	12.1%



GoTriangle

Most GoTriangle riders (68%-87%) agree or strongly agree that GoTriangle values its customers, provides excellent customer service, and that they would recommend GoTriangle to others.

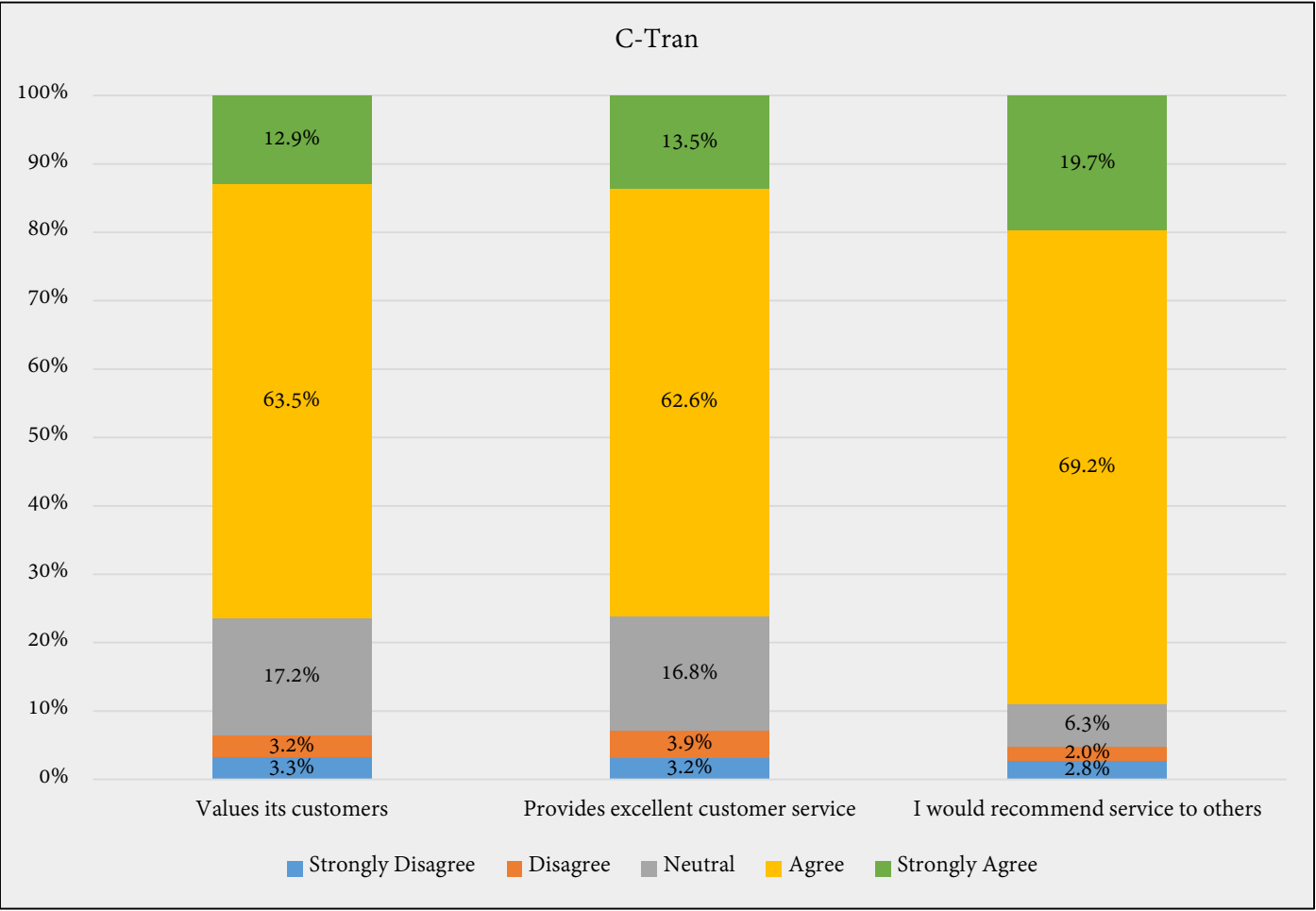
Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Agency values its customers	0.8%	4.6%	20.9%	63.9%	9.9%
Agency provides excellent customer service	0.3%	4.8%	27.3%	58.8%	8.8%
I would recommend agency to others	0.4%	0.0%	12.3%	68.3%	19.0%



C-Tran

Most C-Tran riders (76% - 89%) agree or strongly agree that C-Tran values its customers, provides excellent customer service, and that they would recommend C-Tran to others.

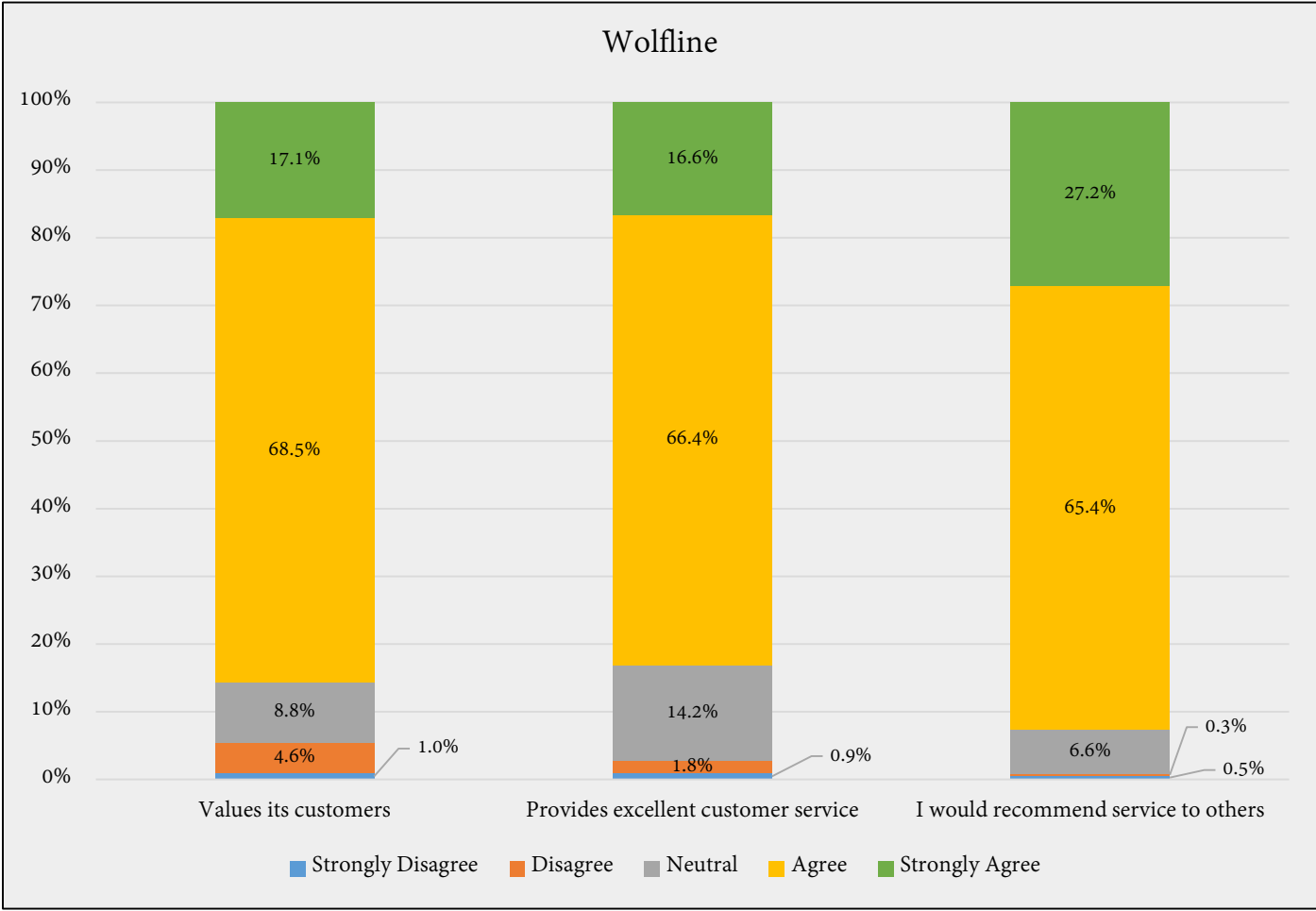
Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Agency values its customers					
Agency provides excellent customer service					
I would recommend agency to others					



Wolfline

Most Wolfline riders (85%-93%) agree or strongly agree that Wolfline values its customers, provides excellent customer service, and that they would recommend Wolfline to others.

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Agency values its customers					
Agency provides excellent customer service					
I would recommend agency to others					

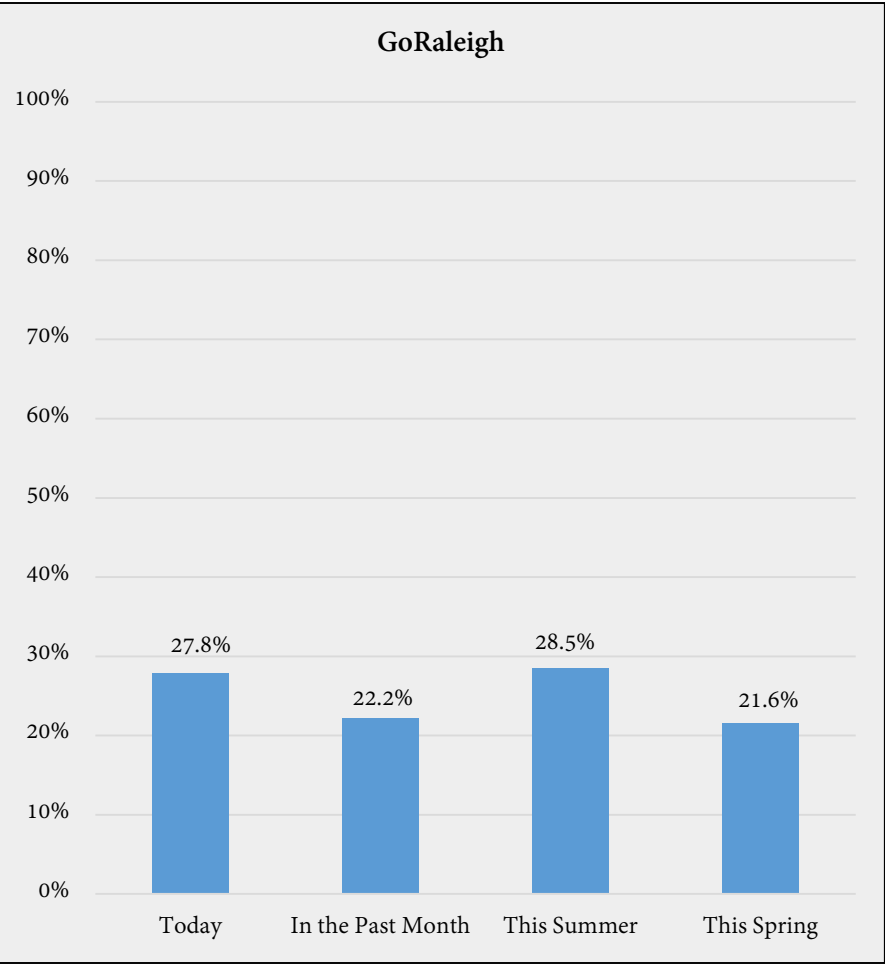


Indicate your response to the following three GoRaleigh brand awareness questions

Riders on each system were asked to three questions that gauge customers’ awareness of the new GoRaleigh brand. The three questions and rider responses are shown below.

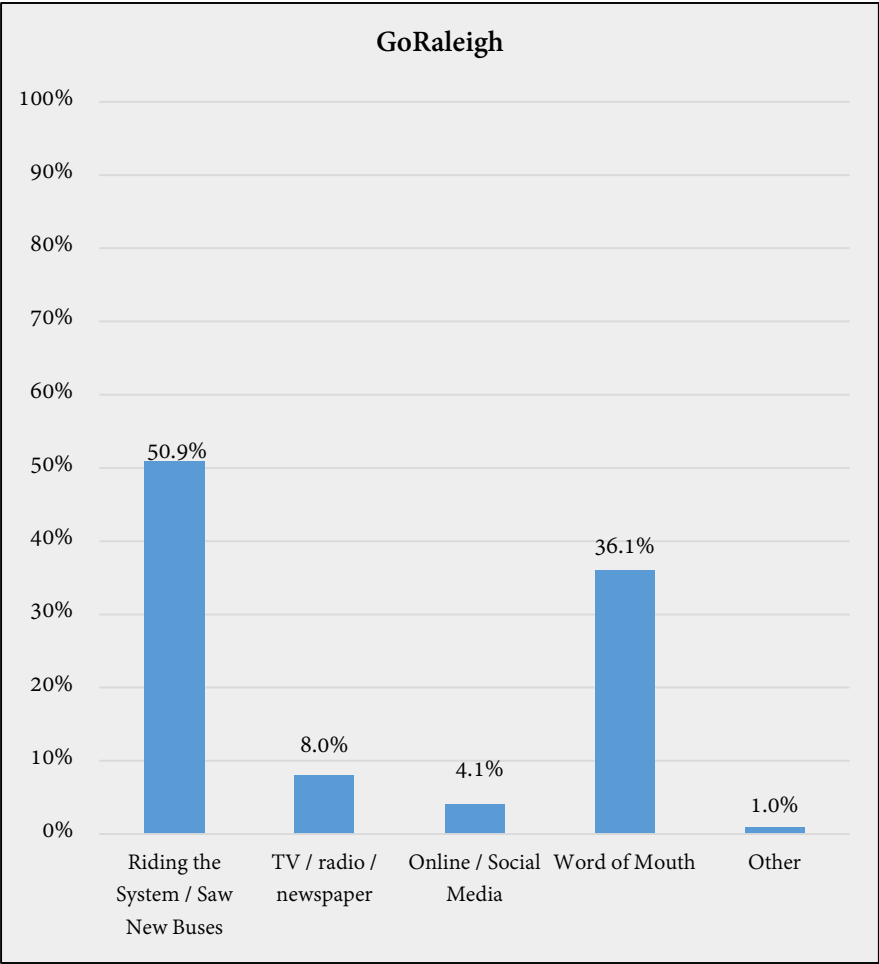
When did you learn CAT/Capital Area Transit changed to GoRaleigh?

Riders on GoRaleigh were asked when they learned about the transition from CAT to GoRaleigh. The majority of GoRaleigh riders are aware that CAT/Capital Area Transit has changed to GoRaleigh (72%). Key findings of when riders learned about the transition are summarized in the table and chart.



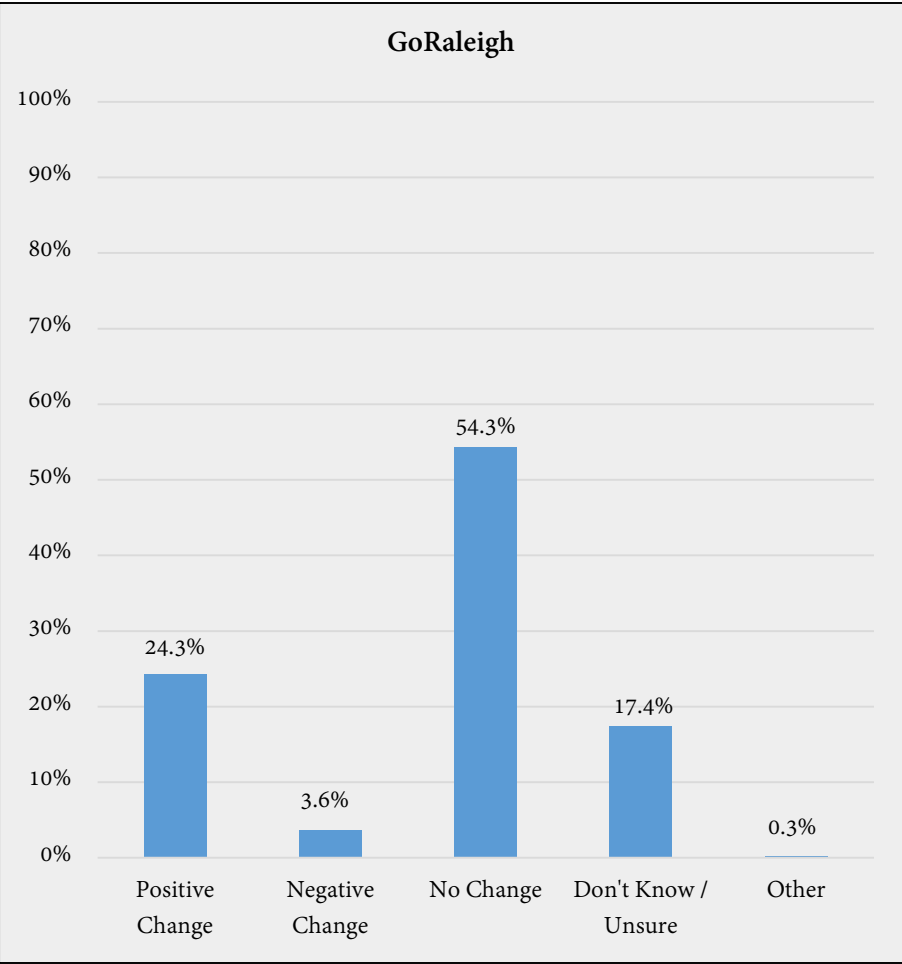
How did you learn about the change [from CAT to GoRaleigh]?

Riders on GoRaleigh were asked how they learned about the change from CAT to GoRaleigh. The majority of riders learned about the transition from CAT to GoRaleigh by riding the system and/or seeing new buses (50.9%). Key findings about how riders learned about the change are summarized in the table and chart.



Have you noticed any differences in service since the switch from CAT/Capital Area Transit to GoRaleigh?

GoRaleigh riders were asked if they have noticed any differences in service since the transition from CAT to GoRaleigh. The majority of riders have not noticed any changes in service or were unsure if there were any changes in service (a combined 71.7%). However, approximately one-quarter (24.3%) of GoRaleigh riders noticed positive changes and only a small portion noticed negative changes (3.6%).



## Analysis of Trends

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When reviewing the response data, common trends and themes emerge that can provide a general assessment of how transit is used, who is using it and why, and how transit is performing overall in Wake County.

### Trip Characteristics

The majority of riders begin their trips at home and use the bus to get to work, or to get to their home once their trip concludes. Riders are also walking at a high rate to get to their buses, as well as their final destinations. These trends are also very similar to those reported in the 2010 Capital Area Bus Transit Development Plan (TDP) and show consistency in these characteristics over the last five years. While none of these trends may be surprising, they do reflect that transit service in Wake County is essential as a mode of transportation for riders to get to their jobs, as well as to other destinations, including their homes once their trip is done. The data reflects a large number of riders not having access to a vehicle reach their bus access point and final destination by walking. This data shows that transit is not only an important transportation alternative for those who have access to a vehicle, but it is a critical and accessible form of transportation for those who use it as their primary mode of transportation throughout Wake County.

### Rider and Household Characteristics

The riders using transit in Wake County are made up largely of 18-54 year olds, with overall use by those 55 and older, and under 18, making up a small percentage of total riders. Riders most commonly live in two-person or three-person households, have no vehicle available to their household, and are primarily employed either full-time or part-time, or are students. Similar patterns for these demographic categories were reported in the 2010 TDP, and reflect a steady trend of the age of riders, their household size, and their employment status over the last five years.

The ridership history also reflects a strong presence of riders who have been riding for 4 or more years, as well as riders using transit for the past 1-2 years and less than 1 year. Similar ridership history was reported in the 2010 TDP.

In looking at the overall trend of gender, the expanded data show that, overall, the majority of riders are male. This was also the case for each individual agency, with the exception of C-Tran who had more female riders. Gender information reported in the 2010 TDP were similar to this survey, although the split of riders for C-Tran was 50-50 in 2010, while in the 2015 survey, the data showed a clear majority of female riders.

Reviewing race and ethnicity data, the expanded survey data shows, overall, a majority of riders are African-American. When looking at the agencies individually, riders' race and ethnicity percentages differ, with GoRaleigh having a majority of African-American riders, while C-Tran and GoTriangle reflect greater diversity among riders, and Wolfline has a large majority of White riders and higher percentages of Asian American riders compared to other systems. Similar trends emerged in the 2010 TDP, with GoTriangle and C-Tran both showing increases in the percentage of White riders on their systems, and a slight decrease in their African-American riders.

Another key characteristic of the demographic data is the household income of riders. For three out of four systems, the income range with the highest percentage of riders is 'Less than \$15,000', with this proportion nearly 50 percent for Wolfline, which is likely a reflection of student ridership. For GoTriangle, the income range with the highest percentage of riders is '\$50,000-\$74,999'. Based on the data collected for the 2010 TDP, C-Tran remained the most consistent in the income breakdown of their riders, while GoRaleigh and Wolfline saw a decrease in riders earning less than \$15,000 per year. Since the federal poverty levels and cost of living have increased since 2010, a decrease in

riders in the less than \$15,000 per year household income does not equate to an actual decrease in riders considered low-income.

### Customer Satisfaction and Perception of Agencies

Riders are satisfied with the reliability and frequency of service, the safety and courtesy of their drivers, and the comfort and safety of the buses. However, there are higher levels of dissatisfaction among riders with weekend service and the amenities at bus stops. The 2010 TDP reflected similar trends with riders satisfied with the safety and courtesy of the drivers, and the comfort of the buses. The 2010 TDP also showed that riders were dissatisfied with weekend service, which continues to be an area of dissatisfaction in 2015. One area that appears to show improvement from the 2010 TDP is satisfaction with reliability and frequency of service, with the current survey reflecting a slight increase in the percentage of riders satisfied with this aspect of service.

Customer satisfaction findings from the survey provide insight into service areas that could be enhanced or modified to better align with transit rider expectations. In addition, there are considerations beyond the quality of transit service provision that influence customer satisfaction. For example, rider perception and satisfaction are heavily influenced by external and internal factors. Research demonstrates that captive and non-captive ridership, is an external variable that substantially influences satisfaction. Research findings show that satisfaction among transit riders decreased when these riders would have preferred to drive and increased when riders had a choice whether to drive or take transit ([St. Louis et al, 2014](#)). In other words, when individuals have the economic means to choose between a personal vehicle or transit service they are generally more satisfied when they take transit. GoRaleigh and C-Tran have substantially higher proportions of riders with no driver's licenses and no available vehicles compared with GoTriangle and Wolfline. While they were surveyed collectively, each individual agency will need to consider these findings in relation to the unique system they operate. From the regional commuter service of GoTriangle to the higher volume urban bus service of GoRaleigh and smaller community service of C-Tran, as well as the campus-oriented Wolfline, riders served by these systems will have differing needs, expectations, and perceptions of service.

### Trends and Directions

The data collected in this survey did not reveal any new significant trends in regard to transit use, and who is using transit when compared to the 2010 survey conducted for the TDP. Overall, riders are still getting to their buses and final destinations by walking, and their trips are still to three major destinations of home, work, and school.

Demographically, the racial makeup, income characteristics, and age of riders remain similar to the 2010 survey, while the areas of customer satisfaction also remained similar. These consistent results and patterns between the data from the 2010 and 2015 surveys show that transit remains a vital component to the everyday needs of residents in Wake County, and continues to provide quality service and reliability to its customers.

## Conclusion

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The Wake County Transit Systems Customer Survey was conducted in the fall of 2015 in an effort for GoRaleigh, GoTriangle, C-Tran, and Wolfline to gain insight into the trip profiles of their riders, demographic characteristics of their riders, and how their systems are performing. By understanding the characteristics of their riders, and their trips, these providers can make informed decisions that will continue to enhance their delivery of transit service to the citizens of Wake County.

The survey results will also play a critical role in coordination among the agencies, as well as the Capital Area Metropolitan Planning Organization (CAMPO), in developing an update to the regional transit model. This update will help provide the framework for future transportation planning initiatives for Wake County, and the data collected from this survey will be an important factor in understanding how transit is operating currently, and what the needs will be moving forward.

The coordinated and collective effort of each agency made the implementation of this survey possible, and the riders who participated made it a success. Continuing this type of collaborative effort among the agencies and their riders will be key in developing a strong future for transit in Wake County.

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# Appendix A-1 – Survey Methodology Memorandum

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A survey methodology memo was distributed to all agencies outlining the approach for administering the survey prior to administration of the survey. This memo is presented on the following pages. While the survey was implemented according to the memo, there are a few items to note that differ from the memo. These were minor items and did not impact the implementation of the survey, the collection of data, or the overall results in the report.

Updates to surveying approach

- Surveying of specific routes occurred on the blackout dates. These routes were identified as not being significantly impacted by the event occurring on the targeted blackout date. Surveying targeted routes on blackout dates was necessary to ensure the survey schedule was met.
- The planned survey collection dates for each agency/route were changed during the survey administration. The actual survey dates are listed in Appendix B (p. 13).

Survey Responses and Confidence Levels

The total (APC-based) ridership, number of survey respondents, and margins of error at confidence levels of 95% and 99% are presented for each agency and all systems below. The GoTriangle express routes operated by GoRaleigh are included in the figures for GoRaleigh.

**All agencies combined**

- Population size (APC-based ridership) = 48,269
- Number of respondents = 5,390
- Margin of error at 95% confidence level = 1.26%
- Margin of error at 99% confidence level = 1.65%

**GoRaleigh**

- Population size = 24,365
- Number of respondents = 3,453
- Margin of error at 95% confidence level = 1.55%
- Margin of error at 99% confidence level = 2.03%

**GoTriangle**

- Population size = 2,798
- Number of respondents = 461
- Margin of error at 95% confidence level = 4.17%
- Margin of error at 99% confidence level = 5.48%

**C-Tran**

- Population size = 1,164
- Number of respondents = 420
- Margin of error at 95% confidence level = 3.82%
- Margin of error at 99% confidence level = 5.03%

**Wolfline**

- Population size = 19,942
- Number of respondents = 1,056
- Margin of error at 95% confidence level = 2.93%
- Margin of error at 99% confidence level = 3.86%



## MEMORANDUM

**To:** David Eatman, GoRaleigh  
**Cc:** Patrick McDonough and Geoff Green, GoTriangle; Adam Howell, C-Tran; Michael Ousdahl, Wolfline; Joe Huegy, ITRE; David Walker, GoRaleigh; Chris Lukasina and Kenneth Withrow, CAMPO  
**Date:** October 23, 2015  
**Subject:** Survey Methodology Memorandum

## Introduction

The following methodology describes the survey efforts for transit agencies serving Wake County – GoRaleigh (formerly Capital Area Transit), GoTriangle (formerly Triangle Transit), C-Tran and Wolfline; these agencies serve the City of Raleigh, the Research Triangle Region, the Town of Cary, and North Carolina State University, respectively. The survey includes all of the GoRaleigh, C-Tran, and Wolfline routes, while the GoTriangle routes will be limited to those with a portion of the route that operates in Wake County.

The survey includes questions from previous on-board surveys along with additional questions required to meet data requirements of the regional travel demand model and long range transportation plan (LRTP) update. While the core survey questions are consistent for all agencies, some answers are agency-specific. The GoRaleigh survey includes additional questions designed to measure customer satisfaction, brand awareness, and provide baseline information for future surveys with questions about the rebranding from CAT to GoRaleigh.

The overall survey effort is similar to the Durham–Orange Light Rail Origin-Destination Study completed by GoTriangle in 2014, and follows the previous, successful survey effort design. The survey is tablet-based, and conducted on-board by trained interviewers.

This survey will provide the agencies with a comprehensive overview of their transit riders, including:

- Socio-demographics
- Fare payment
- Travel purpose
- Means of access and egress to/from the system
- Time of travel
- Satisfaction with service
- Brand awareness (GoRaleigh only)

## Technical Work

### QUALITY ASSURANCE/QUALITY CONTROL (QA/QC)

Quality assurance/quality control (QA/QC) occurs throughout the data collection process to ensure high quality and usable data. The QA/QC effort will include the following:

- Real-time data review
- Real-time geocoding
- Interview tracker
- QA/QC ride and communication procedure monitoring
- Verification of data collection
- Visual inspection of survey records
- Methods for reducing non-response bias

A complete QA/QC plan is included as Attachment A.

### SAMPLING PLAN

The study team, transit agencies, ITRE and CAMPO developed a sampling plan for weekday travel using historic average weekday ridership by route for the following defined time periods:

- AM Peak (6:00 AM – 9:59 AM)
- Midday (10:00 AM – 3:29 PM)
- PM Peak (3:30PM – 7:29 PM)
- Evening (7:30PM – 12:00 AM)

The surveying will occur on Mondays, Tuesdays, Wednesdays, and Thursdays, when local K-12 schools and colleges/universities are in session, and will avoid potential blackout dates, as listed in Table 1. Survey results will be weighted by Automatic Passenger Counter (APC) count data.

**Table 1 – Potential Survey Blackout Dates**

Potential Survey Blackout Date	Date	Potential Agencies Affected
Election Day	11.3.15	GoRaleigh, GoTriangle, C-Tran
Veteran’s Day	11.11.15	GoRaleigh, GoTriangle, C-Tran, Wolfline
After Daylight Savings Time End	11.2.15	GoRaleigh, GoTriangle, C-Tran, Wolfline
NCSU Break	10.8.15 – 10.9.15	GoRaleigh, GoTriangle, C-Tran, Wolfline
Peace Break	10.8.15 – 10.9.15	GoRaleigh, GoTriangle
Shaw Break	10.26.15-10.27.15	GoRaleigh, GoTriangle
Saint Augustine’s Break	10.9.15 and 10.12.15	GoRaleigh, GoTriangle
Meredith Break	10.8.15 – 10.9.15	GoRaleigh, GoTriangle
UNC Break	10.15.15-10.16.15	GoRaleigh, GoTriangle
Duke Break	10.12.15-10.13.15	GoTriangle
NCCU Break	10.12.15-10.13.15	GoTriangle

The sampling plan for the on-board survey is designed to obtain completed surveys from 8 to 10 percent of the trips on weekday fixed transit routes for GoRaleigh, 10 percent of the trips on weekday fixed transit routes for GoTriangle, 20 percent of the trips on weekday fixed transit routes for C-Tran, and varying percentages based on ridership (from 2 percent to 20 percent) for Wolfline. The partner agencies discussed this approach with the FTA during development of the sampling plan. The agencies also discussed available funding for the project when considering the sample size. Another factor for this survey effort was to consider the successful survey outcome completed for GoTriangle.

The FTA process for improved data collection and accuracy of travel forecasts includes ridership information that can be compared to service types, travel characteristics, and socioeconomic classifications. The FTA goal is to use the on-board and origin-destination survey data to validate performance of local travel demand models.

A total of 74 routes will be sampled (36 Routes for GoRaleigh, 20 Routes for GoTriangle, 6 Routes for C-Tran and 10 routes for Wolfline). The complete survey sample goals are included as Attachment B.

**SURVEY DESIGN**

The survey team will use an interview technique aided by tablets that integrate GIS software to allow for accurate geocoding of most survey data as the survey is taken.

If a passenger does not appear to be at least 16 years old, the interviewer will ask the rider if he/she is at least 16. If the rider is not at least 16 years old and the rider is accompanied by an adult, the interviewer will ask the adult for permission to interview the younger rider OR the interviewer will ask the adult to answer the questions for the younger rider using a paper survey. The interviewer will record the demographic characteristics of the younger rider if the adult respondent answers for the younger rider. Children in strollers and being carried will be counted as passengers, and they will have an equal probability of being selected for the interview. For purposes of consistency, all children in strollers and being carried will be counted first before the accompanying adult (e.g., if an adult carrying a baby is waiting on the platform, the baby is counted before the adult.)

The survey instrument questions are provided in Attachment C. The data to be collected for the on-board Survey includes:

- Route surveyed on and time of trip
- Direction of travel
- Any other transit routes used and number of transfers
- Origin/destination
- Boarding/alighting location and Latitude and Longitude for each location
- Access and egress modes
- Trip purpose
- Method of payment
- Gender/race and other demographic information of respondent
- Customer Satisfaction
- Brand Awareness (GoRaleigh only)

**SURVEY MANAGEMENT PLAN**

A detailed Survey Management Plan is included as Attachment D and addresses both a staffing plan and training. The staffing plan includes an organizational structure as follows:

- Designated Field Project Manager
- QA/QC Coordinator
- Field Supervisors
- Data Collectors (including collectors fluent in Spanish, when necessary)
- Data Editors

ETC will conduct training prior to the on-board survey administration. Training will include classroom training and in-field training. ETC will be responsible for preparing all training materials including the Surveyor’s Manual, securing a facility for conducting the training, and providing moderators to conduct the training; Planning Communities will review all training materials.

Each interviewer will be required to demonstrate they can proficiently conduct the survey before they will be allowed to administer the survey. Interviewers who cannot demonstrate proficiency in all tasks related to the administration of the survey will be replaced. Surveyors will also be reviewed throughout the data collection effort and will be retrained if issues are encountered. If the surveyor continues to perform below standards, the surveyor will be dismissed.

Training for the survey will be held on October 5, 2015 through October 8, 2015.

ETC will conduct a pilot test for the survey efforts. The pilot test will be administered by survey supervisors. The pilot test will address survey design, length, and response rate and will be simultaneous with training sessions.

ETC will document the results of the pilot test in an informal memo, along with any needed changes to the survey instrument or survey methodology as a result of the test.

The Planning Communities/ETC team will also update the tablet programming as needed to ensure that any problems identified during the pre-test are corrected.

**Survey Administration**

The survey will be administered by ETC Supervisory staff. Two groups of surveyors will be present during the field efforts.

**Leadership Team.** The leadership team will consist of the project advisor, project manager, and 2-3 support personnel. The leadership group will be responsible for reviewing the performance of each surveyor and ensuring that the sampling goals for each route are met.

**Field Teams.** The ETC Supervisory staff will focus their efforts on the administration of surveys on several bus routes per week. The staff will supervise a group of approximately 15-20 interviewers per day. On high volume routes, up to six interviewers may be deployed per route. On low volume routes, just one interviewer may be deployed on a route.

**Timing of the Survey.** The surveys will be administered during weekdays (Monday-Thursday) when schools are in session, and will avoid blackout dates, as best possible. The surveys will be administered from 6:00am-9:00pm or during the hours for which the route is operating.

**Process of Conducting Survey.** Interviewers will select riders at random to participate in the survey based on the sampling goals established for each route. Once an interviewer has selected a rider for the survey, the interviewer will do the following:

- The interviewer will approach the person selected and ask them to participate in the survey.
- If the person refuses, the interviewer will end the survey, but the refusal will be recorded on the tablet to help assess the overall response rate to the survey.
- If the rider agrees to participate, the interviewer will ask if he/she has at least five to seven minutes to complete the survey.
- If the rider does NOT have at least five to seven minutes, the surveyor will ask the rider to provide his/her boarding location, alighting location, name, and phone number. ETC Institute’s call center will contact the respondent within 24 hours and ask him/her to complete the survey by phone. If a respondent does not have a phone number, then a printed copy of the survey with a postage-paid return will be provided. This will ensure “short-trips” are well represented. This method has been used successfully by ETC in previous studies.
- If a rider has at least five to seven minutes, the surveyor will administer the full survey to the respondent as a face-to-face interview using a tablet computer.
- ETC will provide weekly progress reports during the data collection effort detailing the survey effort.

**Post Survey Administration.** After the surveys are administered, the field team leaders will review the survey data collected by their team and present the data to the Leadership Team. They will then review the survey records to ensure all necessary information has been provided. If any information is missing, they will forward the survey record and the name and phone number of the survey respondent to ETC Institute’s call center. Interviewers working in the call center will then call respondents to retrieve missing information by phone.

DATA PROCESSING AND ANALYSIS

The quality assurance/quality control and data cleaning/processing procedures will be fully detailed in the QA/QC Plan. The draft database will have locations geocoded to the latitude/longitude at the address level and assigned to the appropriate TAZ, trips verified, and a flag for what is considered a “complete/ usable” or “incomplete/un-useable” record.

The project team will expand the dataset based on APC data for each agency, route, time of day, and day of survey. The final data files will be provided to each transit agency electronically, as well as a full data dictionary.

Implementation Schedule

The anticipated schedule for the on-board customer survey is shown in Figure 1.

Week 1: 10/12-10/15	Monday	Tuesday	Wednesday	Thursday
Go Raleigh	Route 1	Route 5	Route 15	KRX
	Route 2	Route 6	Route 16	ZWX
	Route 3	Route 7	Route 18	WRX
	Route 4	Route 8	Route 19	JCX
	Route 10	Route 12	Route 21	CLX
	Route 11	Route 13	Route 22	FRX
Week 2: 10/19-10/22	Monday	Tuesday	Wednesday	Thursday
Go Raleigh	Route 55	Route 230	Go Raleigh Cleanup	Go Raleigh Cleanup
	Route 70	Route 240		
	Route 102	Route 250		
	Route 110	Route 400		
	Route 150	Route 540		
		Route 700		
Week 3: 10/26-10/29	Monday	Tuesday	Wednesday	Thursday
Go Triangle	Route 42	Route 300	Route 800	Go Triangle Cleanup
	Route 46	Route 301	Route 805	
	Route 47	Route 303	Route 900	
	Route 49	Route 305	Route 901	
	Route 100	Route 311	Go Triangle Cleanup	
	Route 102	Route 400		
	Route 105	Route 405		
	Route 201	Route 700		
Week 4: 11/2-11/5	Monday	Tuesday	Wednesday	Thursday
C-Tran	Route 1			C-Tran Cleanup
	Route 2			
	Route 3			

## ATTACHMENT A:

### QUALITY ASSURANCE/QUALITY CONTROL PLAN

#### Timing of the Survey

The survey will be administered weekdays (Monday-Thursday) when schools are in session.

#### Prior to the Administration of the Survey

Some key tasks that will be performed by ETC Institute prior to the administration of the survey include:

- Ensuring the stops previously identified matched the route actually being driven.
- Identifying large employers and schools along the route, which may impact ridership patterns at certain times of the day.
- ETC Institute will work with the transit agencies to raise awareness of the survey. This will include posting signs on buses to encourage participation in the survey.

#### During the Administration of the Survey

Interviewers will select riders at random to participate in the survey based on the sampling goals established for each route. Once an interviewer has randomly selected a rider for the survey, the interviewer will do the following:

- Approach the person who was selected and ask him or her to participate in the survey.
- If the person refused, the interviewer will end the survey, but the refusal will be recorded on the tablet PC to help assess the overall response rate to the survey.
- If the rider agrees to participate, the interviewer will ask the respondent if he or she has at least five to seven minutes to complete the survey.
- If the rider does NOT have at least five to seven minutes, the surveyor will ask the rider to provide his or her boarding location, alighting location, name, and phone number. Shortly after this information is collected, a phone interviewer from ETC Institute's call center will contact the respondent and ask him or her to provide the information by phone. This methodology will ensure people who complete "short-trips" on public transit are well represented.
- If a rider has at least five to seven minutes, the surveyor will administer the full survey to the respondent as a face-to-face interview using a tablet PC.

#### After the Administration of the Survey

After the surveys are administered, the field supervisors will review the survey data collected by the interviewers. Subsequently, the Data Managers will review each survey record to ensure all required information has been provided and the trip makes sense.

If any of the required information is missing or incomplete, the Data Managers will forward the survey record, and corresponding name and phone number of the survey respondent, to ETC Institute's call center. Interviewers working in ETC Institute's call center will call respondents who provided their name and phone number to retrieve the missing information by phone in the same manner as those who were only on the vehicle for a short period of time.

Once survey records have been classified as "complete," meaning all required information has been collected, the records will be forwarded to ETC Institute's geocoding manager for final processing and geocoding.

#### Protocol for Surveying Minors (Children under age 16)

If a passenger does not appear to be at least 16 years old, the interviewer will ask the rider if he/she is at least 16. If the rider is not at least 16 years old and not accompanied by an adult, the interviewer will ask the rider to complete a printed copy of the survey and record its serial number. If the rider is accompanied by an adult, the interviewer will ask the adult for permission to interview the younger rider OR the interviewer will ask the adult to answer the questions for the younger rider. The interviewer will record the demographic characteristics of the younger rider if the adult respondent answers for the younger rider. Children in strollers and being carried will be counted as passengers, and they will have an equal probability of being selected for the interview. For purposes of consistency, all children in strollers and being carried will be counted first before the accompanying adult (e.g., if an adult carrying a baby is on the bus, the baby is counted before the adult.)

ETC Institute will recruit staffing using A Plus Student staffing agency. The basic steps that will be used to recruit qualified interviewers are described below:

- **Step 1 – Positions Are Advertised:** Local staffing agencies will advertise for the position. ETC Institute will pay slightly higher than average wages to ensure we can attract high quality employees. ETC Institute will also try to find interviewers who have at least some college education or military backgrounds.
- **Step 2 – Phone Interview and Tutorial:** Once the ads for the positions are posted, the staffing agencies will conduct an initial review of the applicants by phone. Applicants will also be sent a link to an on-line tutorial about the survey so they can understand what they will be doing before the staffing agencies actually meet the applicants face-to-face. An example of one of the on-line training sites developed by ETC Institute can be viewed by going to <http://www.etctransit.com/survey.php>. [Enter password "fall2013" and then select Option 2 (main survey only). Then select item #3 (click here to watch the Main Survey Tutorial).]
- **Step 3 – Reference Checks:** The applicant's references are checked. A negative reference eliminates the applicant from consideration.
- **Step 4 - Face-to-Face Interview:** Assuming the applicant is still interested in the job after reviewing the tutorial AND the references were positive, the staffing agencies will conduct a face-to-face interview with the applicant. As part of the interview, the applicant is required to demonstrate his/her proficiency with the use of tablet PCs and Google Maps. Applicants who cannot demonstrate these proficiencies are eliminated from consideration.
- **Step 5 - Background Checks:** Background checks are conducted on the applicant. The checks include a screening against the National Sex Offenders Registry and a criminal background checks at the local, state, and national level. All applicants with convictions for violent crimes or child-related offenses are eliminated from consideration. Applicants with any felony conviction during the past 3 years are also eliminated. Applicants with drug or alcohol related convictions during the past 2 years (including misdemeanors) are eliminated.
- **Step 6 - Classroom Training:** Applicants

- are conducting the survey properly are allowed to go to the next phase of field training. Interviewers who need more help, but show promise are asked to spend a second day in the field under direct supervision.
- Once an interview has demonstrated proficiency under direct supervision, he/she is given a field test during which the prospective interviewer conducts surveys on his/her own. During this period, the interviewer's productivity and data quality are remotely assessed by ETC Institute's senior staff.
- Riders who complete the survey are contacted by phone to ask them about their perceptions of the interviewer. ETC Institute also places a "secret shopper" on the train where we observe the interviewer's performance. Interviewers who demonstrate proficiency with the administration of the survey are retained and offered a job as an interviewer for the project. Those who fail this test are eliminated from consideration.

A total of 15 interviewers will be hired. An additional 5 will be trained as "reserves" in the event interviewers get sick, do not show up for work or quit.

#### Bilingual Staffing Assignments

To ensure that non-English speaking riders are adequately represented in the survey, ETC Institute will deploy bilingual interviewers as follows:

- At least one bilingual Spanish-speaking interviewer will be present on all routes listed as high percentage routes.

Bilingual interviewers will wear stickers showing language spoken. (e.g., Yo hablo espanol.)

#### Other Quality Control Procedures

**Short-Trips.** Since some riders who make short trips may not have time to complete the survey during their trip, the first question on the tablet PC version will ask the rider if he/she has at least 5-7 minutes to complete the survey. Riders who do not have time will be asked to provide their name and phone number so an interviewer from ETC Institute's call center can contact the rider and administer the survey by phone within 24 hours. Riders who do not have a phone or do not want to provide a phone number will be given a printed copy of the survey and the serial number will be recorded. If a rider begins a survey on a route but does not have time to complete the survey before the rider's stop is approached, the interviewer will alight the bus with the rider and complete the survey on at the stop, if the rider agrees. Once the interview is completed, the interviewer will board the next bus at that stop and return to normal sampling procedures. This method will only be used on routes for which buses come by stops frequently.

- Real-Time Geocoding.** The tablet PC program will be designed to allow real-time geocoding of all address locations (home, origin, destination, boarding and alighting locations).
- Real-Time Monitoring of Surveyor Performance.** The tablet PC program will be designed in a manner that allows ETC Institute's field supervisors to monitor the performance of individual interviewers in real time. At the end of each day, field supervisors will evaluate the performance of each interviewer. This will include a review of the characteristics of the passengers who are interviewed with regard to age, gender, race, and the average length of each interview. These daily reviews will allow the research team to provide immediate feedback to interviewers to improve their overall performance. It will also allow the research team to quickly identify and remove interviewers who were not conducting the survey properly.

- Staffing level management.** Interviewers will check-in with the field supervisor at the beginning of their shift at the transit station that has been designated to be the command and control center for the day. After checking-in with the field supervisor, the interviewer will board the route they've been assigned for the day. Upon arrival on the bus where he/she is working for the day, the interviewer will use the tablet PC to send a message to the field supervisor indicating that he/she is ready to begin conducting interviews. The field supervisor will be able to remotely monitor the location of all tablet computers and the interviewers who are using them, which will allow to the field supervisor to make adjustments in staffing levels on each route as needed during the day. Field supervisors will check-in with each interviewer at least once per hour. Interviewers will notify the field supervisor immediately if they have problems or encounter any unusual saturations.

ATTACHMENT B:

SAMPLE GOALS

Table B1 – GoRaleigh Sample Goals

Routes			Sampling Goals					
Route Number	Name	Direction	Sampling Rate	AM PEAK	MIDDAY	PM PEAK	EVENING	TOTAL
1	Capital	INBOUND	8%	20	43	34	11	108
1	Capital	OUTBOUND	8%	29	45	32	11	117
2	Falls of Neuse	INBOUND	10%	18	27	16	7	68
2	Falls of Neuse	OUTBOUND	10%	20	26	17	7	70
3	Glascock	INBOUND	10%	6	6	7	2	21
3	Glascock	OUTBOUND	10%	4	5	5	2	16
4	Rex Hospital	INBOUND	10%	15	17	13	7	52
4	Rex Hospital	OUTBOUND	10%	18	21	12	8	59
5	Biltmore Hills	INBOUND	10%	15	15	10	7	47
5	Biltmore Hills	OUTBOUND	10%	8	17	17	10	52
6	Crabtree	INBOUND	10%	13	12	18	4	47
6	Crabtree	OUTBOUND	10%	10	19	15	2	46
7	South Saunders	INBOUND	10%	25	32	22	6	85
7	South Saunders	OUTBOUND	10%	18	34	24	8	84
8	Six Forks	INBOUND	10%	10	11	7	3	31
8	Six Forks	OUTBOUND	10%	11	14	11	4	40
10	Longview	INBOUND	10%	8	7	5	3	23
10	Longview	OUTBOUND	10%	7	8	7	4	26
11	Avent Ferry	INBOUND	10%	21	17	10	3	51
11	Avent Ferry	OUTBOUND	10%	10	14	21	9	54
12	Method	INBOUND	10%	17	18	19	7	61
12	Method	OUTBOUND	10%	10	16	12	4	42

13	Chavis Heights	INBOUND	10%	6	14	8	-	28
13	Chavis Heights	OUTBOUND	10%	2	9	7	-	18
15	WakeMed	INBOUND	8%	20	42	23	11	96
15	WakeMed	OUTBOUND	8%	25	48	27	11	111
16	Oberlin	INBOUND	10%	6	10	8	5	29
16								

76	Johnston County Express	OUTBOUND	10%	1	-	3	-	4
77	Clayton Express	INBOUND	10%	2	-	1	-	3
77	Clayton Express	OUTBOUND	10%	1	-	3	-	4
78	Fuquay Varina Express	INBOUND	10%	3	-	1	-	4
78	Fuquay Varina Express	OUTBOUND	10%	1	1	3	-	5
102	Garner	INBOUND	10%	4	-	-	-	4
102	Garner	OUTBOUND	10%	2	-	-	-	2
110	Buck Jones	INBOUND	10%	5	6	4	3	18
110	Buck Jones	OUTBOUND	10%	4	7	6	6	23
150	Trawick Link	INBOUND	10%	6	6	5	3	20
150	Trawick Link	OUTBOUND	10%	8	8	9	4	29
230	Millbrook Crosstown	INBOUND	10%	9	6	5	-	20
230	Millbrook Crosstown	OUTBOUND	10%	8	7	9	-	24
240	North Crosstown	EASTBOUND	10%	5	7	6	-	18
240	North Crosstown	WESTBOUND	10%	7	9	6	-	22
250	Triangle Town Center	CCW	10%	12	17	10	2	41
400	Wake Tech Express	INBOUND	10%	3	10	2	-	15
400	Wake Tech Express	OUTBOUND	10%	13	7	-	-	20
700	Brier Creek Express	INBOUND	10%	5	-	3	1	9
700	Brier Creek Express	OUTBOUND	10%	4	-	4	-	8
Grand Total				630	807	647	239	2,323

Table B2 – GoTriangle Sample Goals

Routes		Sampling Goals					
Route Number	Direction	Sampling Rate	AM PEAK	MIDDAY	PM PEAK	EVENING	TOTAL
42	CIRCULAR	10%	3	-	2	-	5
46	CIRCULAR	10%	3	-	3	-	6
47	CIRCULAR	10%	5	-	5	-	10
49	CIRCULAR	10%	3	-	4	-	7
100	INBOUND	10%	12	15	10	6	43
100	OUTBOUND	10%	8	16	11	6	41
105	INBOUND	10%	10	2	6	2	20
105	OUTBOUND	10%	9	-	12	-	21
201	INBOUND	10%	-	-	5		

Table B3 – C-Tran Sample Goals

Routes		Sampling Goals					
Route Number	Direction	Sampling Rate	AM PEAK	MIDDAY	PM PEAK	EVENING	TOTAL
1	CW	20%	8	11	9	3	31
2	CCW	20%	7	10	8	3	28
3	INBOUND	20%	5	11	5	2	23
3	OUTBOUND	20%	3	7	5	2	17
4	INBOUND	20%	7	9	8	2	26
4	OUTBOUND	20%	8	13	11	2	34
5	INBOUND	20%	5	11	11	2	29
5	OUTBOUND	20%	12	9	6	2	29
6	INBOUND	20%	5	15	15	2	37
6	OUTBOUND	20%	12	13	12	2	39
Grand Total			72	109	90	22	293

Table B4 – Wolfline Sample Goals

Routes		Sampling Goals					
Route Number	Direction	Sampling Rate	AM PEAK	MIDDAY	PM PEAK	EVENING	TOTAL
1	LOOP	2%	16	33	19	4	72
2	LOOP	9%	20	33	16	3	72
3	LOOP	3%	20	45	18	4	87
5	LOOP	5%	24	29	14	2	69
6	LOOP	11%	21	32	16	3	72
7	LOOP	4%	18	46	18	3	85
8	LOOP	3%	19	45	21	7	92
9	LOOP	3%	20	42	17	3	82
10	LOOP	10%	16	31	22	-	69
11	LOOP	20%	21	32	17	-	70
Grand Total			195	368	178	29	770

ATTACHMENT C:  
SURVEY QUESTIONS

2015 Wake County On-Board Transit Survey

Please take a few moments to help plan for your transit needs by filling out this survey.

All personal information will be kept strictly confidential and WILL NOT be shared or sold.

What is your ROUTE NUMBER/NAME are you on?

What is your HOME ADDRESS (please be specific, ex: 123 W. Main St):

Street Address City State Zip Code

COMING FROM?

1. Where was the very last place you were before getting on the bus? (the starting place for your one-way trip)

- ☐ Place of employment  
☐ Other work related  
☐ College / University (students only)  
☐ School K-12 (students only)  
☐ Medical / Hospital, non-work  
☐ Hotel / Convention Center  
☐ Shopping  
☐ Restaurant / Dining  
☐ Recreation / Sightseeing / Sporting Event  
☐ Airport (passengers only)  
☐ Your HOME -> Skip to Question #4  
☐ Other:

2. What is the NAME of the place you are coming from now? (very last place you were)

3. What is the EXACT ADDRESS of this place? (OR intersection if you do not know the exact address)

City: State: Zip:

4. How did you GET FROM the place in Question #1 to the very FIRST bus you used for this one-way trip?

- ☐ Walk - how long did you walk? # minutes  
☐ Bike - how long did you bike? # minutes  
☐ Wheelchair / Scooter - how long? # minutes  
☐ Was dropped off by someone (answer 4a)  
☐ Drove alone and parked (answer 4a)  
☐ Drove or rode with others and parked (answer 4a)

4a. WHERE did you board the FIRST bus you used for this one-way trip? (Please provide the nearest intersection / park-and-ride lot)

5. Where did you GET ON this bus? (Please provide the nearest intersection / bus stop / station name / park-and-ride lot)

GOING TO?

6. Where are you going once you get off your last bus on this one-way trip? (the ending place for your one-way trip)

- ☐ Place of employment  
☐ Other work related  
☐ College / University (students only)  
☐ School K-12 (students only)  
☐ Medical / Hospital, non-work  
☐ Hotel / Convention Center  
☐ Shopping  
☐ Restaurant / Dining  
☐ Recreation / Sightseeing / Sporting Event  
☐ Airport (passengers only)  
☐ Your HOME -> Skip to Question #9  
☐ Other:

7. What is the NAME of the place you are going to now? (very next place you are going)

8. What is the EXACT ADDRESS of this place? (OR intersection if you do not know the exact address)

City: State: Zip:

9. How will you GET TO the place in Question #6 from the very LAST bus you will use for this one-way trip?

- ☐ Walk - how long will you walk? # minutes  
☐ Bike - how long will you bike? # minutes  
☐ Wheelchair / Scooter - how long? # minutes  
☐ Will be picked up by someone (answer

Encuesta de Tránsito del Condado de Wake a Bordo 2015

Por favor, tómese un momento para planear sus necesidades de tránsito al llenar esta encuesta.

Toda la información personal será mantenida estrictamente de forma confidencial y NO SERÁ compartida o vendida.

¿En cuál **NÚMERO/NOMBRE DE RUTA** se encuentra? \_\_\_\_\_  
Cuál es su **DIRECCIÓN DE RESIDENCIA** (por favor sea específico, por ejemplo: 123 W. Main St): \_\_\_\_\_

Dirección postal \_\_\_\_\_ Ciudad \_\_\_\_\_ Estado \_\_\_\_\_ Código Postal \_\_\_\_\_

¿DE DÓNDE VIENE?

1. ¿Cuál fue el último en donde estuvo antes de subirse al bus? (El sitio inicial de su viaje de un trayecto)

- ☐ Lugar del trabajo  
☐ Otro relacionado con el trabajo  
☐ Instituto de educación superior/Universidad (sólo estudiantes)  
☐ Escuela K-12 (sólo estudiantes)  
☐ Clínica/Hospital (no por trabajo)  
☐ Hotel / Centro de convenciones  
☐ De compras  
☐ Restaurante / Cena  
☐ Recreación / Turismo (Evento Deportivo)  
☐ Aeropuerto (sólo pasajeros)  
☐ Su HOGAR → Pase a la pregunta #4  
☐ Otro: \_\_\_\_\_

2. ¿Cuál es el **NOMBRE** del lugar del que proviene? (Último Lugar En El Que Estuvo) \_\_\_\_\_

3. ¿Cuál es la **DIRECCIÓN EXACTA** de este lugar? (O intersección si no conoce la dirección exacta) \_\_\_\_\_

Ciudad: \_\_\_\_\_ Estado: \_\_\_\_\_ Código postal: \_\_\_\_\_

4. ¿Cómo llegó **DEL** lugar en la pregunta #1 **AL** **PRIMER** bus que tomo en este viaje de un trayecto?

- ☐ Caminando—¿cuánto tiempo caminé? \_\_\_\_\_ # minutos  
☐ Bicicleta—¿cuánto anduve en bicicleta? \_\_\_\_\_ # minutos  
☐ Silla de ruedas / scooter — ¿cuánto? \_\_\_\_\_ # minutos  
☐ Lo llevó alguien (respuesta 4a)  
☐ Manejó por su cuenta y se estacionó (respuesta 4a)  
☐ Manejó o condujo con otros y se estacionó (respuesta 4a)

4a. ¿Dónde abordó el **PRIMER** bus para este viaje de un trayecto? (Escriba la intersección más cercana / aparcamiento en estaciones): \_\_\_\_\_

5. ¿Dónde se **SUBIÓ** a este bus? (Por favor proporcione la intersección más cercana / estación / parada de bus) \_\_\_\_\_

11. ¿Incluyendo este **BUS**, cuántos **BUSES EN TOTAL** utilizará para **ESTE VIAJE DE UN TRAYECTO**?  
☐ Uno, sólo este bus ☐ Dos ☐ Tres ☐ Cuatro o más

11a. Por favor, enumere las rutas en el orden exacto en que las utilizó para este viaje de un trayecto.  
**COMIENZO** →  1ra. Ruta →  2da. Ruta →  3ra. Ruta →  4ta. Ruta →  5ta. Ruta → **FINAL**

**ATTACHMENT D:**

**SURVEY MANAGEMENT PLAN**

The survey will be administered by multiple interviewer teams who will be directly supervised by the project manager and Field Supervisor. The key individuals who will oversee data collection in the field are listed below.

**Data Collection Team**

- Project Manager – Aaron Hekele
- Assistant Project Managers – Fred G’sell
- QA/QC Data Managers – Nick Jones
- Field Supervisors – Brandon Musarra

The organizational structure of the team is described below.

**Leadership Team**

The leadership team will consist of the project manager, assistant project managers, and data managers. The leadership team will be responsible for reviewing the performance of the interviewer team and ensuring that the sampling goals for each route are met. The leadership team will operate from centralized locations so that the performance of all teams can be evaluated. The selection of bus routes to be surveyed each week will be carefully planned to ensure the leadership team can directly interface with all routes as they are being surveyed.

**Field Supervisors**

Field teams will focus their efforts on the administration of surveys on an average of 3 - 6 bus routes per day. The field supervisors will oversee a group of approximately 15-20 interviewers covering the entire service day. Interviewers will be deployed on buses running in opposite directions. On high volume routes, interviewers may be deployed on up to six buses per route. On low volume routes, interviewers may be deployed on just one bus serving the route. The field supervisors will be responsible for ensuring interviewers are properly trained and equipped to conduct interviews, scheduling interviewers, inspecting work, and reviewing the data collected before submitting the data to the leadership team at the end of the day.

**Data Collection Personnel**

ETC Institute will use its vast experience to cultivate quality interviewers over the life of the project. In order to accomplish this, ETC has partnered with a DBE staffing firm, A Plus Student Staffing. A Plus will be responsible for recruiting both English and Spanish speaking interviewers. In addition, Language Solutions will provide skilled bilingual interpreters with experience in the transportation field to staff those routes with high-likelihood of Limited English Proficiency (LEP) riders as identified through Census data and driver observations.

# Appendix A-2 - Onboard Survey

An onboard survey was administered for this study using tablets that integrated GIS software to allow for accurate geocoding of data as the survey was taken. Screen shots of the survey are shown below and on the pages that follow.

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

There are 71 questions in this survey

START\_01\_INITIALS

[ ]Enter YOUR (interviewer's) Initials \*

Please write your answer here:

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en>

1/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

START\_AGENCY

[ ]Select Transit Agency: \*

Please choose **only one** of the following:

☐ GoRaleigh

☐ GoTriangle

☐ C-Tran

☐ Wolfline

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en>

2/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

START\_02\_ROUTE

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972lang/en>

3/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

Select the [ROUTE] you are working: \*

Please choose only one of the following:

☐ Route 1: Capital- INBOUND toward Downtown

☐ Route 1: Capital- OUTBOUND toward Triangle Town Center

☐ Route 2: Falls of Neuse- INBOUND toward Downtown

☐ Route 2: Falls of Neuse- OUTBOUND Bent Tree Plaza

☐ Route 3: Glascock- INBOUND toward Downtown

☐ Route 3: Glascock- OUTBOUND toward Crabtree at Timber

☐ Route 4: Rex Hospital- INBOUND toward Downtown

☐ Route 4: Rex Hospital- OUTBOUND toward Towne North Shopping Center

☐ Route 5: Biltmore Hills- INBOUND toward Downtown

☐ Route 5: Biltmore Hills- OUTBOUND toward Sanderford at Idlewood Village

☐ Route 6: Crabtree- INBOUND toward Downtown

☐ Route 6: Crabtree- OUTBOUND toward Townridge Shopping Center

☐ Route 7: South Saunders- INBOUND toward Downtown

☐ Route 7: South Saunders- OUTBOUND toward Shoppes at Gamer

☐ Route 8: Six Forks - INBOUND toward Downtown

☐ Route 8: Six Forks - OUTBOUND toward North Hills at Northcliff

☐ Route 10: Longview- INBOUND toward Downtown

☐ Route 10: Longview- OUTBOUND toward Chatham at Bertie

☐ Route 11: Avert Ferry- INBOUND toward Downtown

☐ Route 11: Avert Ferry- OUTBOUND toward Trailwood Hills

☐ Route 12: Method- INBOUND toward Downtown

☐ Route 12: Method- OUTBOUND toward Method at Beryl

☐ Route 13: Chavis Heights- INBOUND toward Downtown

☐ Route 13: Chavis Heights- OUTBOUND toward Holmes at Bragg

☐ Route 15: WakeMed- INBOUND toward Downtown

☐ Route 15: WakeMed- OUTBOUND toward Wake Medical

☐ Route 16: Oberlin- INBOUND toward Downtown

☐ Route 16: Oberlin- OUTBOUND toward Rex Hospital

☐ Route 18: Worthdale- INBOUND toward Downtown

☐ Route 18: Worthdale- OUTBOUND toward Bus Way

☐ Route 19: Apollo Heights- INBOUND toward Downtown

☐ Route 19: Apollo Heights- OUTBOUND toward Swinburne at Kidd

☐ Route 21: Caraleigh- INBOUND toward Downtown

☐ Route 21: Caraleigh- OUTBOUND toward Maywood at Lake Wheeler

☐ Route 22: State Street- INBOUND toward Downtown

☐ Route 22: State Street- OUTBOUND toward Hadley at Dandridge

☐ Route 50: R-Line- CIRCULAR

☐ Route 55: Poole Road Express- INBOUND toward Downtown

☐ Route 55: Poole Road Express- OUTBOUND toward Poole Road P&R

☐ Route 60: Wake Forest Express [WRX]: INBOUND toward Downtown

☐ Route 60: Wake Forest Express [WRX]: OUTBOUND toward Wake Forest

☐ Route 62: Wake Forest Loop [60]: CIRCULAR

☐ Route 63: Knightdale Express [KRX]: INBOUND toward Downtown

☐ Route 63: Knightdale Express [KRX]: OUTBOUND toward Knightdale

☐ Route 64: Zebulon/ Wendell Express [ZWX]: INBOUND toward Downtown

☐ Route 64: Zebulon/ Wendell Express [ZWX]: OUTBOUND toward Zebulon P&R

☐ Route 70: Carolina Pines [7L]: EASTBOUND toward Southgate Plaza

☐ Route 70: Carolina Pines [7L]: WESTBOUND toward Trailwood Hills

☐ Route 76: Johnston County Express [JCX]: INBOUND toward Downtown

☐ Route 76: Johnston County Express [JCX]: OUTBOUND toward Cleveland Crossing Shopping Center

☐ Route 77: Clayton Express [CLX]: INBOUND toward Downtown

☐ Route 77: Clayton Express [CLX]: OUTBOUND toward Clayton Towne Plaza

☐ Route 78: Fuquay Varina Express [FRX]: INBOUND toward Downtown

☐ Route 78: Fuquay Varina Express [FRX]: OUTBOUND toward South Park Fuquay

☐ Route 102: Gamer [102]: INBOUND toward Downtown

[http://goraleigh.etcsurvey.com/index.php/admin/printables](http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972lang/en)



2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

START\_03\_RANDOM

[ ]

Please choose a number between 1 and 6:

1

2

3

4

5

6

\*

Please write your answer here:

@INSERTANS:254972X1655X6132

@INSERTANS:254972X836X4294

@INSERTANS:254972X836X4294 other

http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972lang/en

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2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

START\_04\_HAVE5MIN

[ ]

Hello. My name is {INTERV\_INIT.shown}

We're doing a quick survey on bus services in Wake County. Do you mind if I ask you some you are making?

\*

Please choose **only one** of the following:

Yes I can participate in the survey (have 5 min+)

Yes (but no time for full survey)

Volunteer (non-random sample)

No (refused)

No (already did this survey)

Do not speak the interviewer's language (Spanish)

Do not speak the interviewer's language (Other)

Disabled (cannot see well enough to complete the survey or cannot hear to understand instructions)

@INSERTANS:254972X1655X6132

@INSERTANS:254972X836X4294

http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972lang/en

8/90

Wake County Transit Systems Customer Survey – Summary Report - June 2016

A-16



2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

START\_14\_OBSERV\_GENDER\_RACE

[] \*

Only answer this question if the following conditions are met:  
Answer was No (already did this survey) or No (refused) at question '5 [HAVE\_5\_MIN\_FOR\_SURVEY] ( Hello. My name is {INTERV\_INIT.shown} We're doing a quick survey on bus services in Wake County. Do you mind if I ask you some questions about the trip you are making? - sendUserLocation(1).)

Please choose **all** that apply.

☐ [Male]

☐ [Female]

☐ American Indian / Alaska Native

☐ Asian

☐ Black / African American

☐ Hispanic / Latino

☐ Native Hawaiian / Pacific Islander

☐ White

☐ 16 and under

☐ 16-19

☐ 20-34

☐ 35-50

☐ 51-64

☐ over 65

http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972lang/en

11/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

START\_15\_RESTART\_URL

[]

Click link below to re-start the survey with your initials {INTERV\_INIT.shown}, agency {AGENCY.shown} and route {ROUTE\_SURVEYED.shown} already filled-in.

CLICK HERE TO RESTART SURVEY

Do NOT click Next

Only answer this question if the following conditions are met:  
Answer was No (already did this survey) or No (refused) at question '5 [HAVE\_5\_MIN\_FOR\_SURVEY] ( Hello. My name is {INTERV\_INIT.shown} We're doing a quick survey on bus services in Wake County. Do you mind if I ask you some questions about the trip you are making? - sendUserLocation(1).)

http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972lang/en

12/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

START\_AGE\_TEST

[ ]Are you 16 years or older? [If no, ask: Do you have a parent or guardian here who can answer on your behalf?] \*

Please choose **only one** of the following:

☐ Yes: 16 or older

☐ No: 13-15 with a guardian

☐ No: 12 or under

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972lang/en>

13/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

SURVEY\_WITH\_GUARDIAN

[ ]Would you like to answer the survey with the supervision of your adult guardian?

Only answer this question if the following conditions are met:  
Answer was 'No: 13-15 with a guardian' at question '10 [AGE]' (Are you 16 years or older? [If no, ask: Do you have a parent or guardian here who can answer on your behalf?])

Please choose **only one** of the following:

☐ Yes: I can answer the survey with my guardian

☐ No: I cannot participate

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

START\_CONTINUE

{INSERTANS:254972X1564X6135}

{INSERTANS:254972X1654X6136}

\*

Please choose **only one** of the following:

☐ Continue Survey

☐ Terminate Survey

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en>

15/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

HOME\_01\_ADDRESS

[ ]What is your HOME address? If you are visiting the area, please list the address where you are staying (ex: 123 W. Main St): \*

Only answer this question if the following conditions are met:  
Answer was 'Continue Survey' at question '12 [CONTINUE\_SURVEY]' ( {INSERTANS:254972X1564X6135} {INSERTANS:254972X1654X6136} )

Please write your answer(s) here:

Place Name (optional)

Street Address

City

State

Zip Code

Latitude

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

FROM\_01\_ORIGIN\_PLACE\_TYPE

Where was the very last place you were before getting on the bus? (choose one) \*

Only answer this question if the following conditions are met:  
Answer was 'Continue Survey' at question '12 [CONTINUE\_SURVEY]' ( (INSERTANS.254972X1564X6135) (INSERTANS.254972X1654X6136) )

Please choose **only one** of the following:

Your Home

Your usual WORKPLACE

Other work related

College / University (students only)

School K12 (students only)

Medical Service / Hospital (non-work)

Hotel / Convention Center

Shopping

Restaurant / Dining

Recreation / Sightseeing / Sporting Event

Social visit

Airport

Other

[http://goraleigh.etcsurvey.com/index](http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en)

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

FROM\_07\_ORIGIN\_ADDRESS

What is the EXACT STREET ADDRESS of this place? (or nearest intersection or landmark)

\*

Only answer this question if the following conditions are met:  
Answer was 'Social visit or Restaurant / Dining' or 'Shopping' or 'Hotel / Convention Center' or 'Medical Service / Hospital (non-work)' or 'School K12 (students only)' or 'College / University (students only)' or 'Other work related' or 'Your usual WORKPLACE' or 'Recreation / Sightseeing / Sporting Event' or 'Airport' or 'Other' at question 14 [ORIGIN\_PLACE\_TYPE] (Where was the very last place you were before getting on the bus? (choose one))

Please write your answer(s) here:

Hotel or Place Name

Street Address

City

State

Zip Code

Latitude

Longitude

http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en

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GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

FROM

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GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

FROM\_09\_ORIGIN\_WALK\_TIME

[ ]How long did you walk? (in minutes) \*

Only answer this question if the following conditions are met:

Answer was 'Walk' at question '17 [ORIGIN\_TRANSPORT]' ( How did you get to your first bus? )

Please write your answer here:

http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en

21/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

FROM\_09a\_ORIGIN\_BIKE\_TIME

[ ]How long did you bike? (in minutes) \*

Only answer this question if the following conditions are met:

Answer was 'Bicycle' at question '17 [ORIGIN\_TRANSPORT]' ( How did you get to your first bus? )

Please write your answer here:

http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en

22/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

FROM\_09b\_ORIGIN\_WHEELCHAIR\_TIME

[ ]How long? (in minutes) \*

Only answer this question if the following conditions are met:  
Answer was "Wheelchair / Motorized Scooter" at question "17 [ORIGIN\_TRANSPORT]" ( How did you get to your first bus? )

Please write your answer here:

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972lang/en>

23/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

FROM\_10\_ORIGIN\_PARK\_YN\_PNR

[ ]Did you park your vehicle/BIKE (or was dropped off) at a park-n-ride location? \*

Only answer this question if the following conditions are met:  
Answer was "Dropped off" or "Drove with others and parked" or "Drove alone and parked" at question "17 [ORIGIN\_TRANSPORT]" ( How did you get to your first bus? )

Please choose **only one** of the following:

☐ Yes

☐ No

[http://gor](http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972lang/en)

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

FROM\_11\_ORIGIN\_PARK\_PNR

At which park-n-ride did you park your vehicle/BIKE (or were dropped off)? \*

Only answer this question if the following conditions are met:  
Answer was 'Yes' at question '21 [ORIGIN\_PARK\_YN\_PNR]' (Did you park your vehicle/BIKE (or was dropped off) at a park-n-ride location?)

Please choose **only one** of the following:

☐ American Tobacco North Parking Deck

☐ Big Lots (Kilmayne Dr)

☐ Carolina Pines Park

☐ Carboro Plaza

☐ Carter-Finley Park-and-Ride

☐ Cary Amtrak Station

☐ Chatham County

☐ Clayton Town Plaza

☐ Cleveland Crossing Park-and-ride

☐ Crabtree Valley Mall

☐ District Dr Park-and-Ride

☐ Durham Tech Orange County Campus

☐ Eubanks Rd Park-and-Ride

☐ Food Lion

☐ Forest Hills Shopping Center

☐ Friday Center

☐ Galaxy Foods

☐ GoRaleigh Operations Facility (Capital Area Transit)

☐ Grace Lutheran Church

☐ Hedrick Building

☐ Highland United Methodist Church

☐ Jones Ferry

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GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

TO\_01\_DESTIN\_PLACE\_TYPE

Where are you going once you get off your last bus on this one-way trip?

\*

Only answer this question if the following conditions are met:  
Answer was 'Continue Survey' at question '12 [CONTINUE\_SURVEY]' ( { (INSERTANS:254972X1564X6135) (INSERTANS:254972X1654X6136) } )

Please choose **only one** of the following:

☐ Your Home

☐ Your usual WORKPLACE

☐ Other work related

☐ College / University (students only)

☐ School K12 (students only)

☐ Medical Service / Hospital (non-work)

☐ Hotel / Convention Center

☐ Shopping

☐ Restaurant / Dining

☐ Recreation / Sightseeing / Sporting Event

☐ Social visit

☐ Airport

☐ Other

http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972lang/en

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GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

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GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

TO\_07\_DESTIN\_ADDRESS

What is the EXACT STREET ADDRESS of this place? (or nearest intersection or landmark)

\*

Only answer this question if the following conditions are met:

Answer was 'Recreation / Sightseeing / Sporting Event' or 'Other' or 'Airport' or 'Social visit' or 'Restaurant / Dining' or 'Shopping' or 'Hotel / Convention Center' or 'Medical Service / Hospital (non-work)' or 'School K12 (students only)' or 'College / University (students only)' or 'Other work related' or 'Your usual WORKPLACE' at question '24 [DESTIN\_PLACE\_TYPE]' ( Where are you going once you get off your last bus on this one-way trip?sendUserLocation(4); \$(document).ready(function(){var origin = "[ORIGIN\_PLACE\_TYPE NAO]"; if(origin == 1){\$( "#avatb0254972X856X42751" ).hide(); } });

Please write your answer(s) here:

Hotel or Place Name

Street Address

City

State

Zip Code

Latitude

Longitude

http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en

29/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

TO\_09\_DESTIN\_WALK\_TIME

[ ]How long will you walk? (in minutes) \*

Only answer this question if the following conditions are met:  
Answer was 'Walk' at question '27 [DESTIN\_TRANSPORT]' (How will you get to where you are going when you get off your last bus? )

Please write your answer here:

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972lang/en>

31/90

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

TO\_09a\_DESTIN\_BIKE\_TIME

[ ]How long will you bike? (minutes) \*

Only answer this question if the following conditions are met:  
Answer was 'Bicycle' at question '27 [DESTIN\_TRANSPORT]' (How will you get to where you are going when you get off your last bus? )

Please write your answer here:

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972lang/en>

32/90

2/4/2016

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TO\_09b\_DESTIN\_WHEELCHAIR\_TIME

[ ]How long? (minutes) \*

Only answer this question if the following conditions are met:  
Answer was "Wheelchair / Motorized Scooter" at question 27 [DESTIN\_TRANSPORT] (How will you get to where you are going when you get off your last bus? )

Please write your answer here:

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en>

33/90

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TO\_10\_DESTIN\_PARK\_YN\_PNR

[ ]Will you get picked up (or get your vehicle/BIKE) at a park-n-ride location? \*

Only answer this question if the following conditions are met:  
Answer was "Dropped off" or "Drove with others and parked" or "Drove alone and parked" at question 27 [DESTIN\_TRANSPORT] (How will you get to where you are going when you get off your last bus? )

Please choose **only one** of the following:

☐ Yes

☐ No

TO\_11\_DESTIN\_PARK\_PNR

**[ ]At which park-n-ride is your vehicle/BIKE parked / will you get picked up? \***

Only answer this question if the following conditions are met:  
Answer was 'Yes' at question 31 [DESTIN\_PARK\_YN\_PNR] (Will you get picked up (or get your vehicle/BIKE) at a park-n-ride location?)

Please choose **only one** of the following:

☐ American Tobacco North Parking Deck

☐ Big Lots (Kilmayne Dr)

☐ Carolina Pines Park

☐ Carboro Plaza

☐ Carter-Finley Park-and-Ride

☐ Cary Amtrak Station

☐ Chatham County

☐ Clayton Town Plaza

☐ Cleveland Crossing Park-and-ride

☐ Crabtree Valley Mall

☐ District Dr Park-and-Ride

☐ Durham Tech Orange County Campus

☐ Eubanks Rd Park-and-Ride

☐ Food Lion

☐ Forest Hills Shopping Center

☐ Friday Center

☐ Galaxy Foods

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FROM\_13\_STOP\_ON

Where did you GET ON THIS bus ({ROUTE\_SURVEYED.shown}) for this one-way trip?

\*

Only answer this question if the following conditions are met:  
Answer was 'Continue Survey' at question '12 [CONTINUE\_SURVEY]({INSERTANS.254972X1564X8135})({INSERTANS.254972X1654X8136})

Please write your answer(s) here:

Street Address

Stop ID

Latitude

☐ User Stop

Longitude

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/2549721ang/en>

37/90

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TO\_13\_STOP\_OFF

[ ]Where will you GET OFF THIS bus in this one-way trip? \*

Only answer this question if the following conditions are met:  
Answer was 'Continue Survey' at question '12 [CONTINUE\_SURVEY]({INSERTANS.254972X1564X8135})({INSERTANS.2549

2/4/2016

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THIS\_TRIP\_PREV\_TRANSFERS

[ ]How many bus transfers did you make BEFORE you boarded this bus since leaving the place you are COMING FROM? \*

Only answer this question if the following conditions are met:  
Answer was 'Continue Survey' at question '12 [CONTINUE\_SURVEY]' ( (INSERTANS.254972X1564X6135) (INSERTANS.254972X1654X6136) )

Please choose **only one** of the following:

☐ (0) None

☐ (1) One

☐ (2) Two

☐ (3) Three

☐ (4+) Four or more

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en>

39/90

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THIS\_TRIP\_02\_TRIP\_1ST\_RTE

[http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/s](http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en)

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[ ]Which bus route did you board **FIRST** on this one-way trip? \*

Only answer this question if the following conditions are met:  
Answer was {4+} Four or more' or {3} Three' or {2} Two' or {1} One' at question '36 [PREV\_TRANSFERS] (How many bus transfers did you make BEFORE you boarded this bus since leaving the place you are COMING FROM?)

Please choose **only one** of the following:

☐ Route 1 Capital

☐ Route 2 Falls of Neuse

☐ Route 3 Glascock

☐ Route 4 Rex Hospital

☐ Route 5 Billmore Hills

☐ Route 6 Crabtree

☐ Route 7 South Saunders

☐ Route 8 Six Forks

☐ Route 10 Longview

☐ Route 11 Avent Ferry

☐ Route 12 Method

☐ Route 13 Chavis Heights

☐ Route 15 WakeMed

☐ Route 16 Oberlin

☐ Route 18 Worthdale

☐ Route 19 Apollo Heights

☐ Route 21 Caraleigh

☐ Route 22 State Street

☐ Route 50 R-Line

☐ Route 54L Spring Forest Road Crosstown

☐ Route 55 Poole Road Express

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THIS\_TRIP\_03\_TRIP\_2ND RTE

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[ ]Which bus route did you board **SECOND** on this one-way trip? \*

Only answer this question if the following conditions are met:  
Answer was '4' 'Four or more' or '3' 'Three' or '2' 'Two' at question '36 [PREV\_TRANSFERS]' (How many bus transfers did you make BEFORE you boarded this bus since leaving the place you are COMING FROM?)

Please choose **only one** of the following:

☐ Route 1 Capital

☐ Route 2 Falls of Neuse

☐ Route 3 Glascock

☐ Route 4 Rex Hospital

☐ Route 5 Billmore Hills

☐ Route 6 Crabtree

☐ Route 7 South Saunders

☐ Route 8 Six Forks

☐ Route 10 Longview

☐ Route 11 Avent Ferry

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

☐ Go Tri Route 805

☐ Go Tri Route 900 [CRX]

☐ Go Tri Route 901 [DRX]

☐ C-Tran Route 1

☐ C-Tran Route 2

☐ C-Tran Route 3

☐ C-Tran Route 4

☐ C-Tran Route 5

☐ C-Tran Route 6

☐ WolfLine Route 1

☐ WolfLine Route 2/21

☐ WolfLine Route 3

☐ WolfLine Route 5

☐ WolfLine Route 6

☐ WolfLine Route 7

☐ WolfLine Route 8

☐ WolfLine Route 9

☐ WolfLine Route 10

☐ WolfLine Route 11

☐ Other

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en>

45/90

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GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

[ ]Which bus route did you board **THIRD** on this one-way trip? \*

Only answer this question if the following conditions are met:  
Answer was '4+' 'Four or more' or '3' 'Three' at question '36' [PREV\_TRANSFERS] (How many bus transfers did you make BEFORE you boarded this bus since leaving the place you are COMING FROM?)

Please choose **only one** of the following:

☐ Route 1 Capital

☐ Route 2 Falls of Neuse

☐ Route 3 Glascock

☐ Route 4 Rex Hospital

☐ Route 5 Billmore Hills

☐ Route 6 Crabtree

☐ Route 7 South Saunders

☐ Route 8 Six Forks

☐ Route 10 Longview

☐ Route 11 Avent Ferry

☐ Route 12 Method

☐ Route 13 Chavis Heights

☐ Route 15 WakeMed

☐ Route 16 Oberlin

☐ Route 18 Worthdale

☐ Route 19 Apollo Heights

☐ Route 21 Caraleigh

☐ Route 22 State Street

☐ Route 50 R-Line

☐ Route 54L Spring Forest Road Crosstown

☐ Route 55 Poole Road Express

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THIS\_TRIP\_05\_TRIP\_4TH\_RTE

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en>

49/90

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[ ]Which bus route did you board **FOURTH** on this one-way trip? \*

Only answer this question if the following conditions are met:  
Answer was '4+' 'Four or more' at question '36 [PREV\_TRANSFERS]' (How many bus transfers did you make BEFORE you boarded this bus since leaving the place you are COMING FROM?)

Please choose **only one** of the following:

☐ Route 1 Capital

☐ Route 2 Falls of Neuse

☐ Route 3 Glascock

☐ Route 4 Rex Hospital

☐ Route 5 Billmore Hills

☐ Route 6 Crabtree

☐ Route 7 South Saunders

☐ Route 8 Six Forks

☐ Route 10 Longview

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GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

☐ Go Tri Route 900 [CRX]

☐ Go Tri Route 901 [DRX]

☐ C-Tran Route 1

☐ C-Tran Route 2

☐ C-Tran Route 3

☐ C-Tran Route 4

☐ C-Tran Route 5

☐ C-Tran Route 6

☐ WolfLine Route 1

☐ WolfLine Route 2/21

☐ WolfLine Route 3

☐ WolfLine Route 5

☐ WolfLine Route 6

☐ WolfLine Route 7

☐ WolfLine Route 8

☐ WolfLine Route 9

☐ WolfLine Route 10

☐ WolfLine Route 11

☐ Other

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51/90

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THIS\_TRIP\_08\_TRIP\_NXT\_RTE

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53/90

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[ ]Which bus route will you board **NEXT** on this one-way trip? \*

Only answer this question if the following conditions are met:  
Answer was '4+' 'Four or more' or '3' 'Three' or '2' 'Two' or '1' 'One' at question '41 [NEXT\_TRANSFERS]' (How many buses will you ride AFTER you get off this bus on your way to the place you are GOING TO?)

Please choose **only one** of the following:

☐ Route 1 Capital

☐ Route 2 Falls of Neuse

☐ Route 3 Glascok

☐ Route 4 Rex Hospital

☐ Route 5 Billmore Hills

☐ Route 6 Crab

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GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

☐ Go Tri Route 805

☐ Go Tri Route 900 [CRX]

☐ Go Tri Route 901 [DRX]

☐ C-Tran Route 1

☐ C-Tran Route 2

☐ C-Tran Route 3

☐ C-Tran Route 4

☐ C-Tran Route 5

☐ C-Tran Route 6

☐ WolfLine Route 1

☐ WolfLine Route 2/21

☐ WolfLine Route 3

☐ WolfLine Route 5

☐ WolfLine Route 6

☐ WolfLine Route 7

☐ WolfLine Route 8

☐ WolfLine Route 9

☐ WolfLine Route 10

☐ WolfLine Route 11

☐ Other

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972?lang/en>

55/90

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[ ]Which bus route line will you board **AFTER THAT** on this one-way trip? \*

Only answer this question if the following conditions are met:  
Answer was {4+} Four or more' or {3} Three' or {2} Two' at question '4.1 [NEXT\_TRANSFERS]' (How many buses will you ride AFTER you get off this bus on your way to the place you are GOING TO?)

Please choose **only one** of the following:

☐ Route 1 Capital

☐ Route 2 Falls of Neuse

☐ Route 3 Glascock

☐ Route 4 Rex Hospital

☐ Route 5 Billmore Hills

☐ Route 6 Crabtree

☐ Route 7 South Saunders

☐ Route 8 Six Forks

☐ Route 10 Longview

☐ Route 11 Avent Ferry

☐ Route 12 Method

☐ Route 13 Chavis Heights

☐ Route 15 WakeMed

☐ Route 16 Oberlin

☐ Route 18 Worthdale

☐ Route 19 Apollo Heights

☐ Route 21 Caraleigh

☐ Route 22 State Street

☐ Route 50 R-Line

☐ Route 54L Spring Forest Road

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THIS\_TRIP\_10\_TRIP\_3RD\_ROUTE

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59/90

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[ ]Which bus route will you board **THIRD** on this one-way trip? \*

Only answer this question if the following conditions are met:  
Answer was '4+' Four or more' or '(3) Three' at question '4.1 [NEXT\_TRANSFERS]' (How many buses will you ride AFTER you get off this bus on your way to the place you are GOING TO?)

Please choose **only one** of the following:

☐ Route 1 Capital

☐ Route 2 Falls of Neuse

☐ Route 3 Glascock

☐ Route 4 Rex Hospital

☐ Route 5 Billmore Hills

☐ Route 6 Crabtree

☐ Route 7 South Saunders

☐ Route 8 Six Forks

☐ Route 10 Longview

☐ Route 11 Avent Ferry

☐ Route 12 Method

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

☐ Go Tri Route 900 [CRX]

☐ Go Tri Route 901 [DRX]

☐ C-Tran Route 1

☐ C-Tran Route 2

☐ C-Tran Route 3

☐ C-Tran Route 4

☐ C-Tran Route 5

☐ C-Tran Route 6

☐ WolfLine Route 1

☐ WolfLine Route 2/21

☐ WolfLine Route 3

☐ WolfLine Route 5

☐ WolfLine Route 6

☐ WolfLine Route 7

☐ WolfLine Route 8

☐ WolfLine Route 9

☐ WolfLine Route 10

☐ WolfLine Route 11

☐ Other

<http://goraleigh.etcsurvey.com/index.php/admin/printablesurvey/sa/index/surveyid/254972/lang/en>

61/90

2/4/2016

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**THIS\_TRIP\_12\_TR**

2/4/2016

GoRaleigh 2015 OB Survey - GoRaleigh Onboard Survey - (GoTriangle and CTran) - Fall 2015

[ ]Which bus route will you board **LAST** on this one-way trip? \*

Only answer this question if the following conditions are met:  
Answer was '4+' at question '41 [NEXT\_TRANSFERS]' (How many buses will you ride AFTER you get off this bus on your way to the place you are GOING TO?)

Please choose **only one** of the following:

☐ Route 1 Capital

☐ Route 2 Falls of Neuse

☐ Route 3 Glascock

☐ Route 4 Rex Hospital

☐ Route 5 Billmore Hills

☐ Route 6 Crabtree

☐ Route 7 South Saunders

☐ Route 8 Six Forks

☐ Route 10 Longview

☐ Route 11 Avent Ferry

☐ Route 12 Method

☐ Route 13 Chavis Heights

☐ Route 15 WakeMed

☐ Route 16 Oberlin

☐ Route 18 Worthdale

☐ Route 19 Apollo Heights

☐ Route 21 Caraleigh

☐ Route 22 State Street

☐ Route 50 R-Line

☐ Route 54L Spring Forest Road Crosstown

☐ Route 55 Poole Road Express

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