

Link Transit Five-Year Transit Development Plan and Transit Facility Study

**Focus Group Discussion:
Community Organizations**
January 14, 2025



AGENDA



Introductions



Project Overview



Facility Site Search



Transit Study



Public Outreach

PROJECT TIMELINE



FACILITY SITE SEARCH

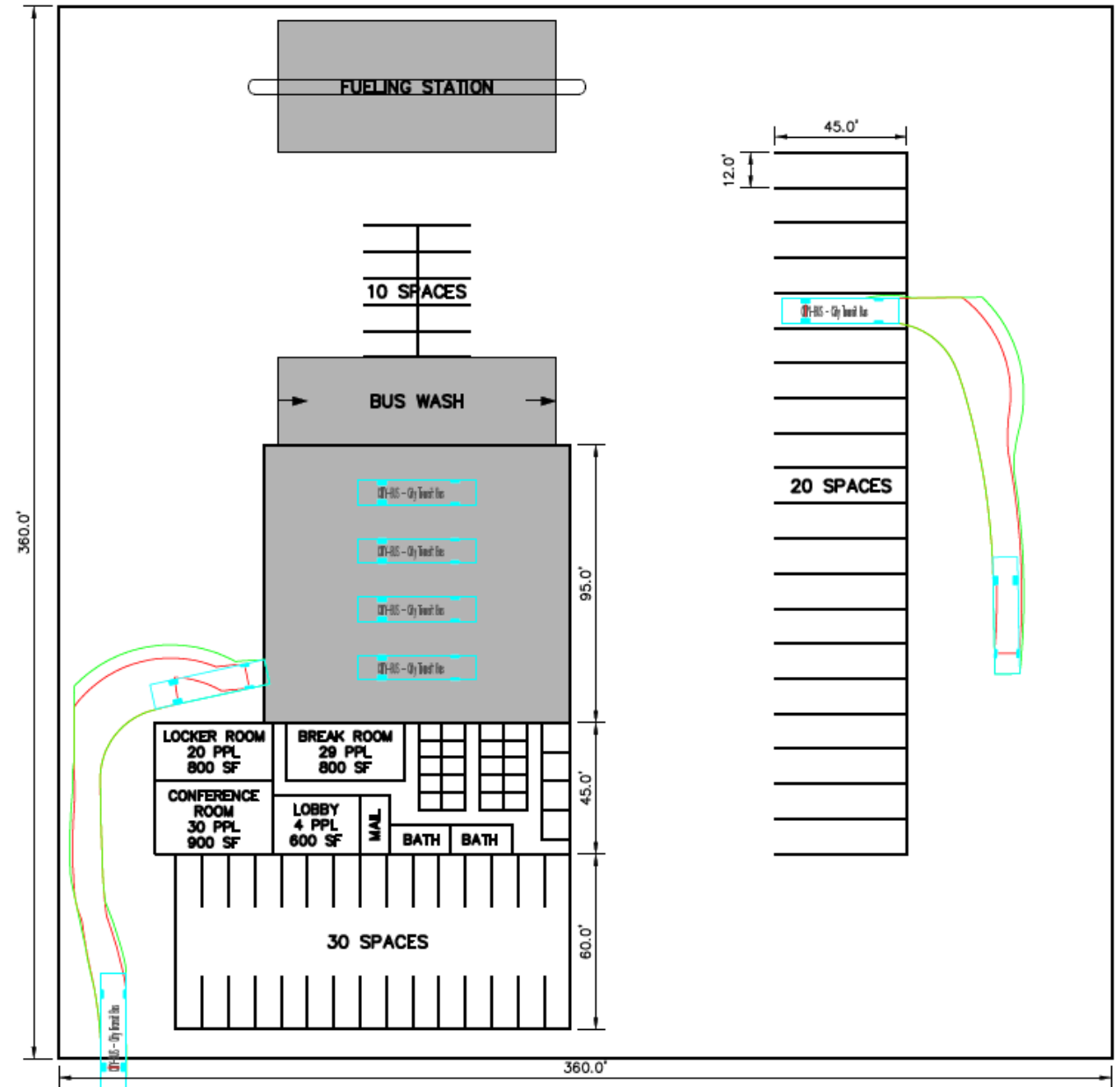


Update and Next Steps

SPACE ASSUMPTIONS

O&M (3-acre minimum)

- Garage (20 transit vehicles, 10 support vehicles, 3 lifts, interior cleaning station, electric charging station, vault station)
- Bus Wash for one vehicle
- Fueling Station
- Admin Space
 - *Conference room, locker room, breakroom, bathrooms, offices*
- 30 parking spaces (25 employee, 5 visitor)

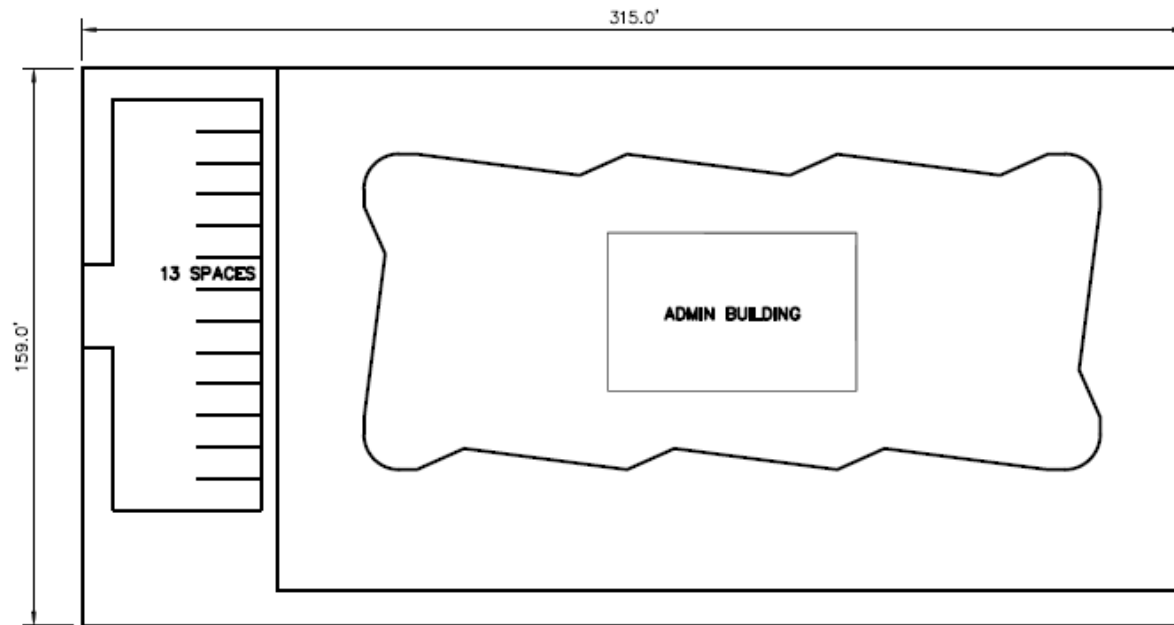


*Layout subject to change based on site shape

SPACE ASSUMPTIONS

Transfer Hub (1.2-acre minimum)

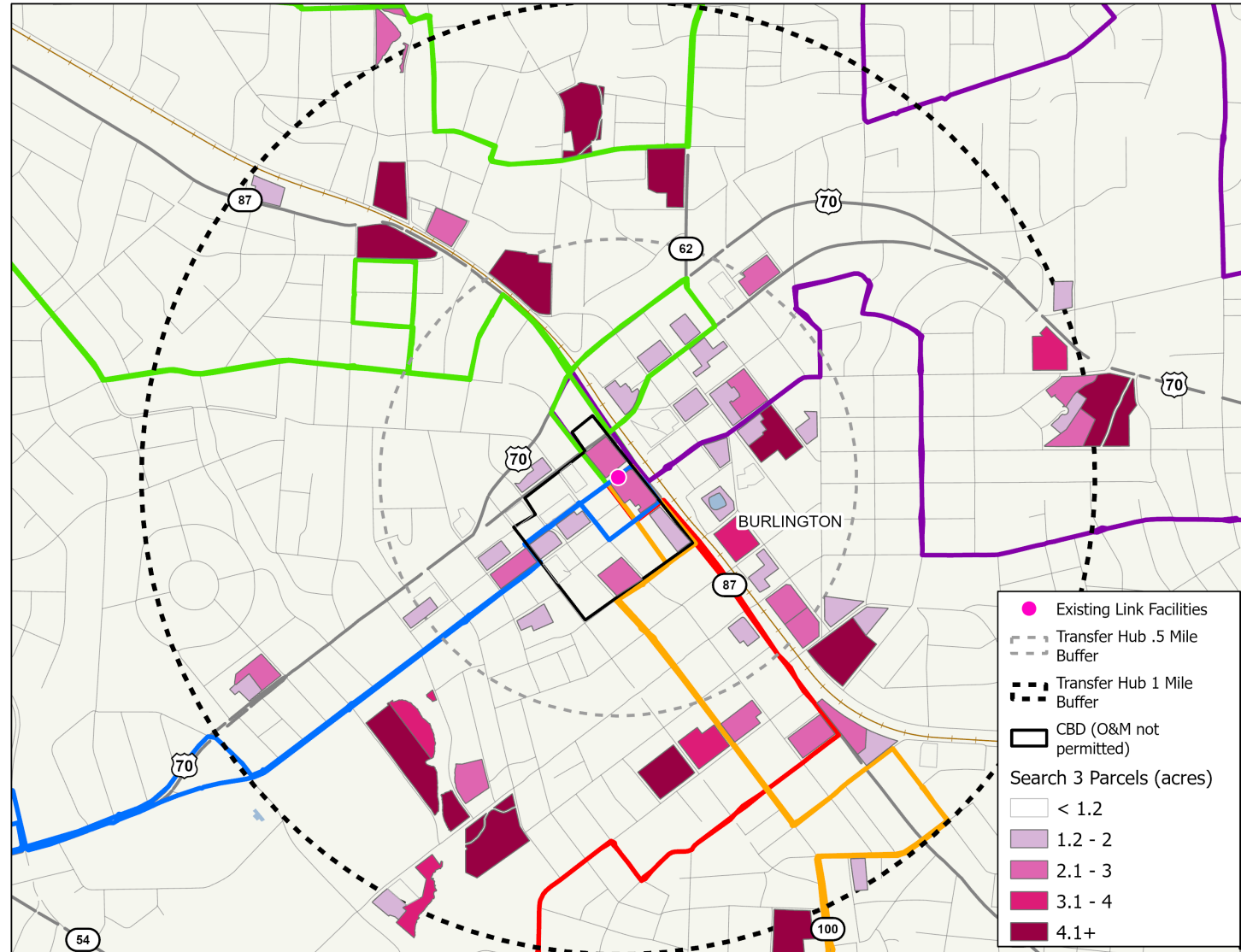
- 7-8 bus bays; space for paratransit
- 10 parking spaces minimum
- Admin / Customer service space
 - *Offices, waiting space, bathrooms, etc.*



FACILITY SITE SEARCH

Search Criteria

- Applicable Zoning
- Minimum Acreage
 - **Joint** : 3.5-acre
 - **Transfer Center only**: 1.2-acre
 - **O&M only**: 3-acre
- Distance from existing transfer hub
 - **Transfer Center**: within ½ mile of existing transfer hub
 - **O&M only**: within 1 mile of existing transfer hub



FACILITY SITE SEARCH

Any thoughts regarding placement/location of the downtown transfer facility?

What amenities should be prioritized on site for customers?

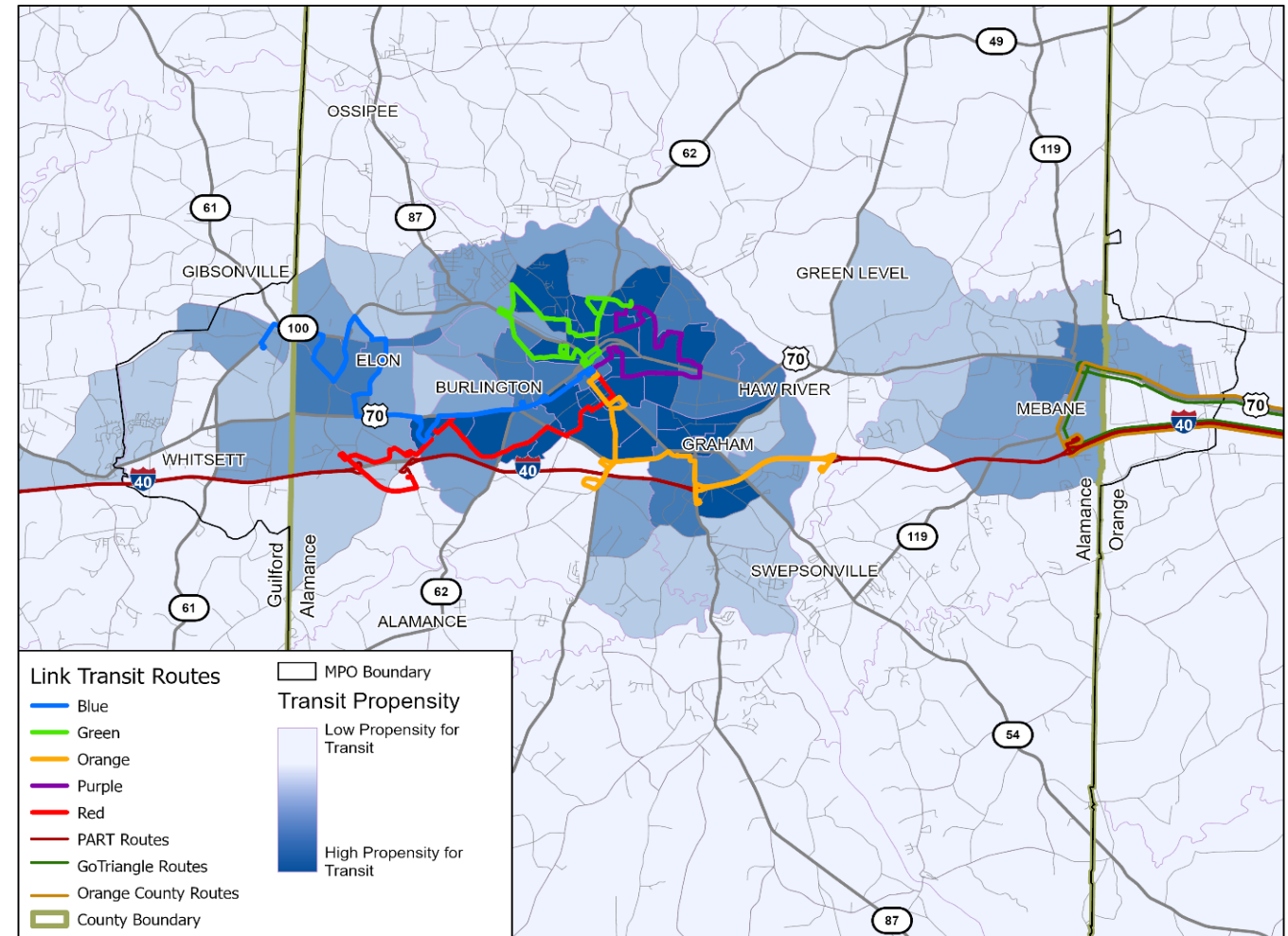
TRANSIT STUDY

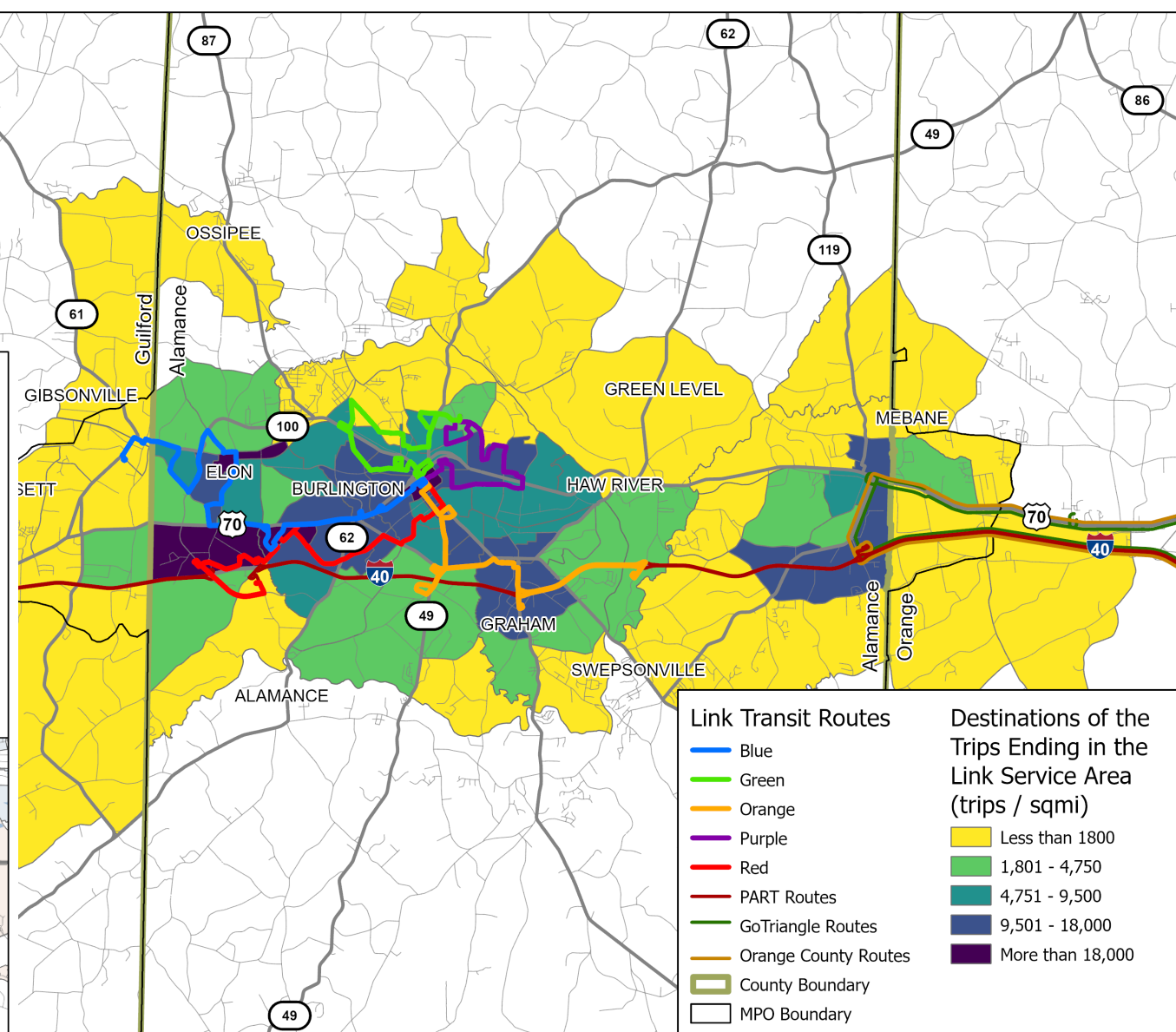
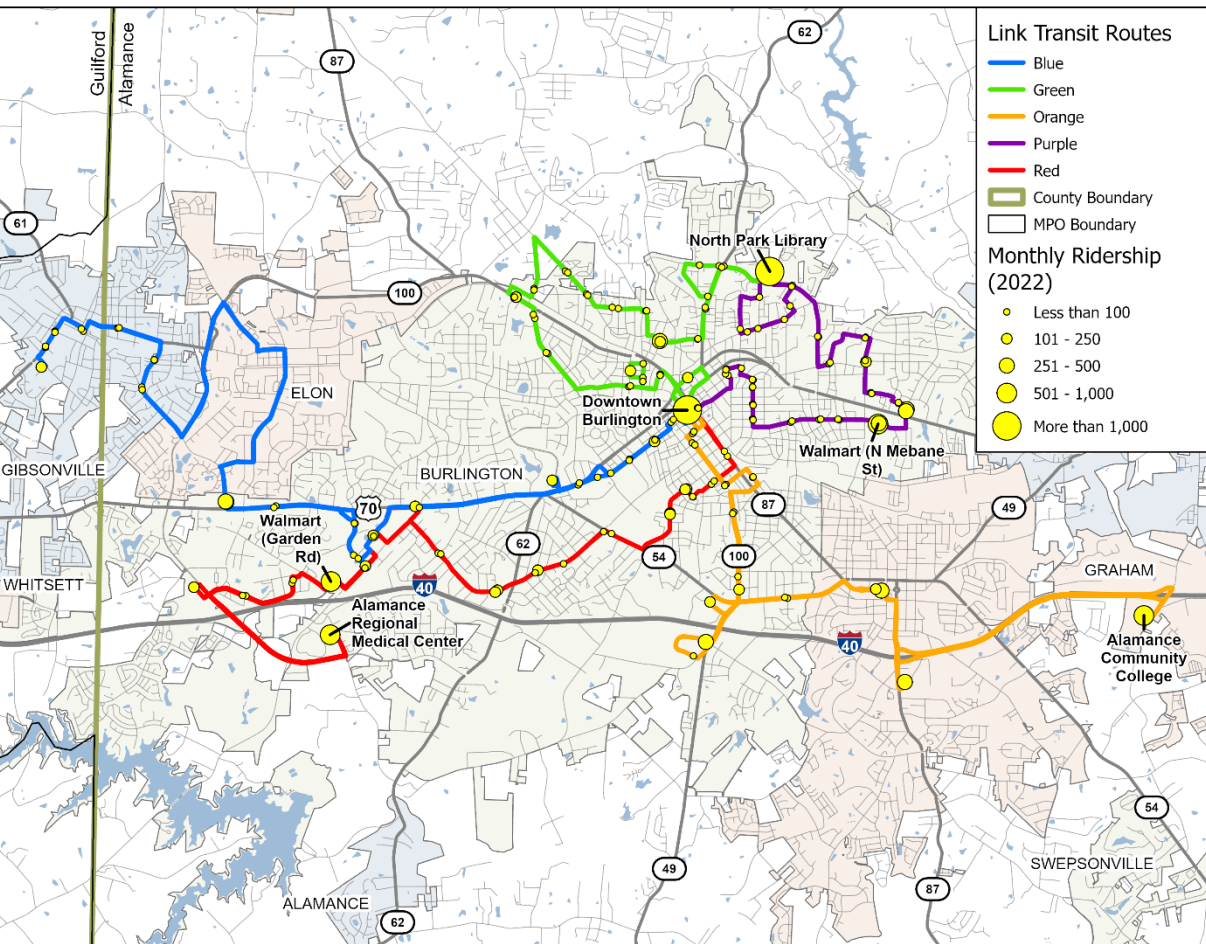


Route Recommendations and Open Discussion

TRANSIT STUDY UPDATE

- Areas of Transit Propensity are largely served by Link.
- Areas that could potentially use increased service are northeast of the green route and north of the center of Graham (between the purple and orange routes)
- The lowest ridership routes (and therefore highest cost per trip) are the green and blue routes
 - Green route serves North Park library which is one of the highest ridership stops, other than that, the green nor blue routes serve the top ridership stops





PHASE I

KEY SURVEY RESULTS

Survey respondents were asked to share their priorities for service improvements.

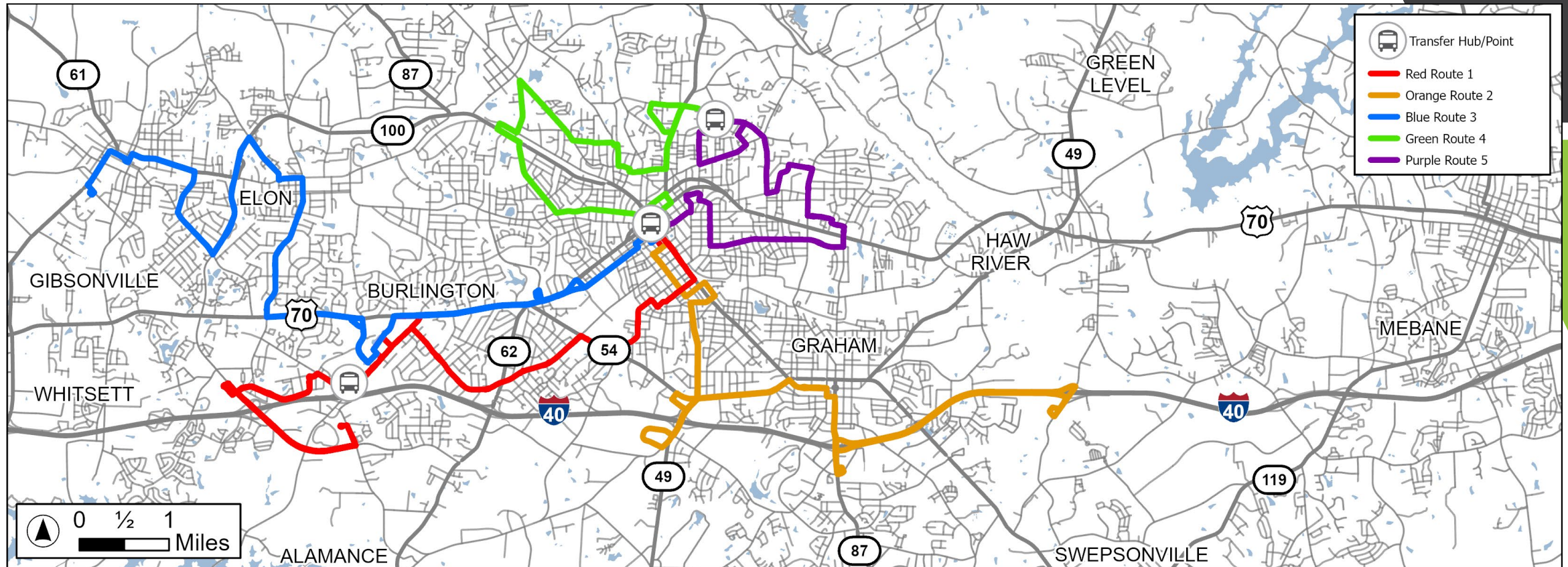
What would get you to use Link Transit or use it more frequently?
Top Results:

- 1: 30-minute frequency or higher
- 2: Later service during weekday
- 3: More direct bus service to my destination
- 4: Later service overall
- 5: New/improved stop amenities (benches, shelters, etc.)
- 6: If the service was more reliable (on time)

What would improve the experience at the Transfer Hub? Top Results:

- 1: More benches
- 2: More shelters
- 3: Cell phone charging stations
- 4: Vending machines
- 5: More maps or directional signage
- 6: Public restrooms and WIFI access

EXISTING SYSTEM



TDP GOALS

Increase Efficiency

- Straighten routes to reduce trip times and investigate alternative service delivery methods

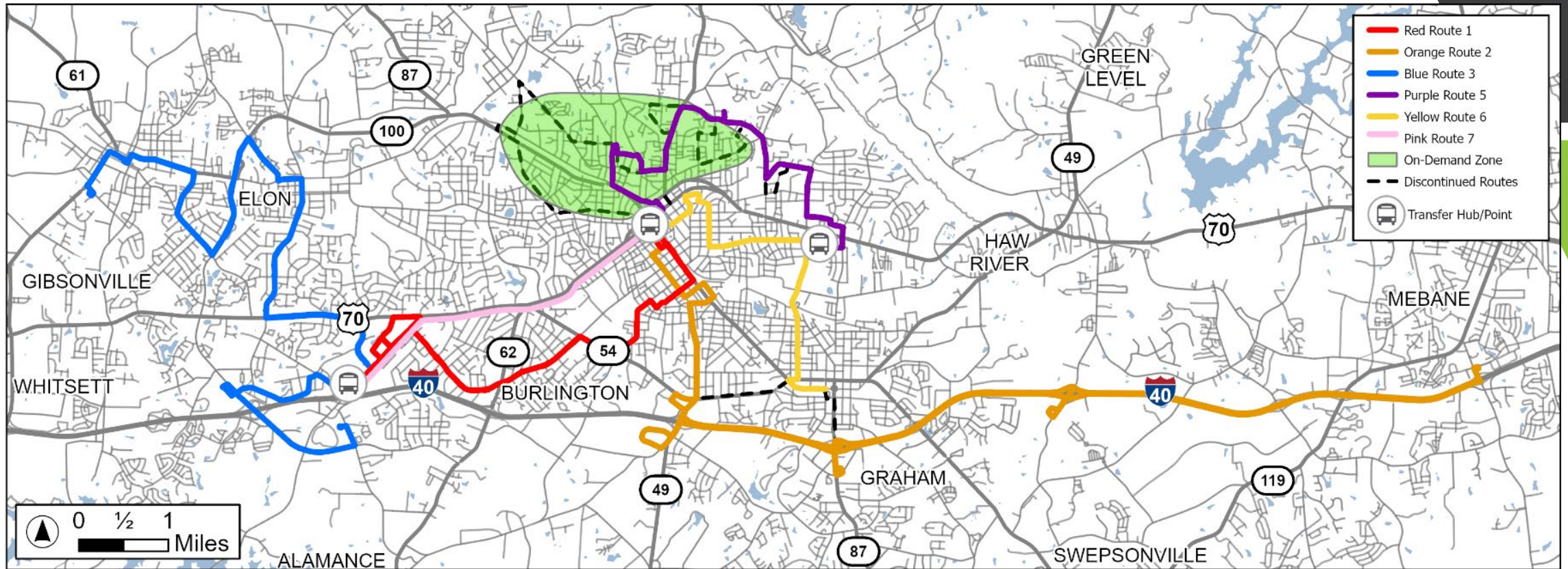
Increase Frequency

- Slight modifications to create 60-minute frequencies and improve transfers where possible

Improve Service Connections

- Maximize connectivity of the system

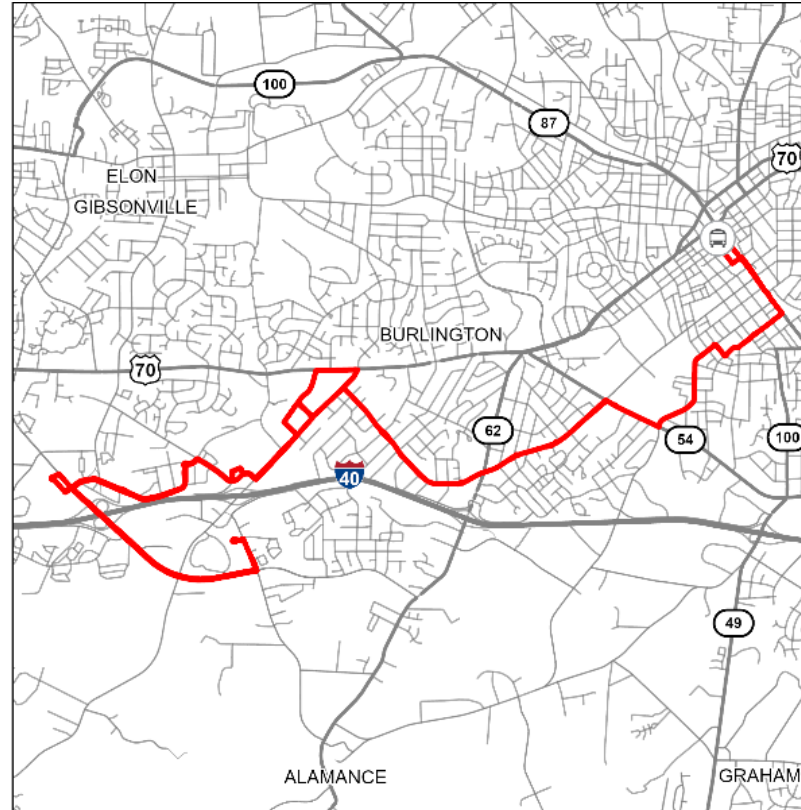
RECOMMENDED LINK SYSTEM MAP



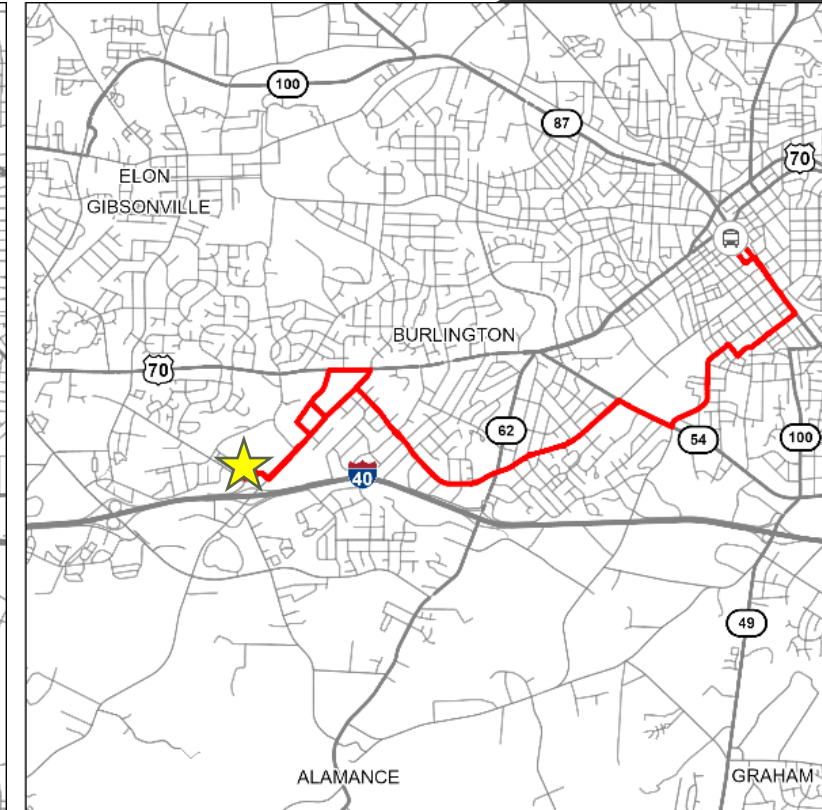
Yellow Route 6 includes an alternative option with service to Haw River, depending on available funding.

RED ROUTE 1

- Red Route 1 would connect at the downtown Burlington Transfer Center and terminate at the Garden Road Walmart
- Riders could transfer to the Pink Route 7 or Blue Route 3 to connect to Cone Health Alamance Regional
- The route will operate every 60-minutes instead of 90-minutes.



Existing

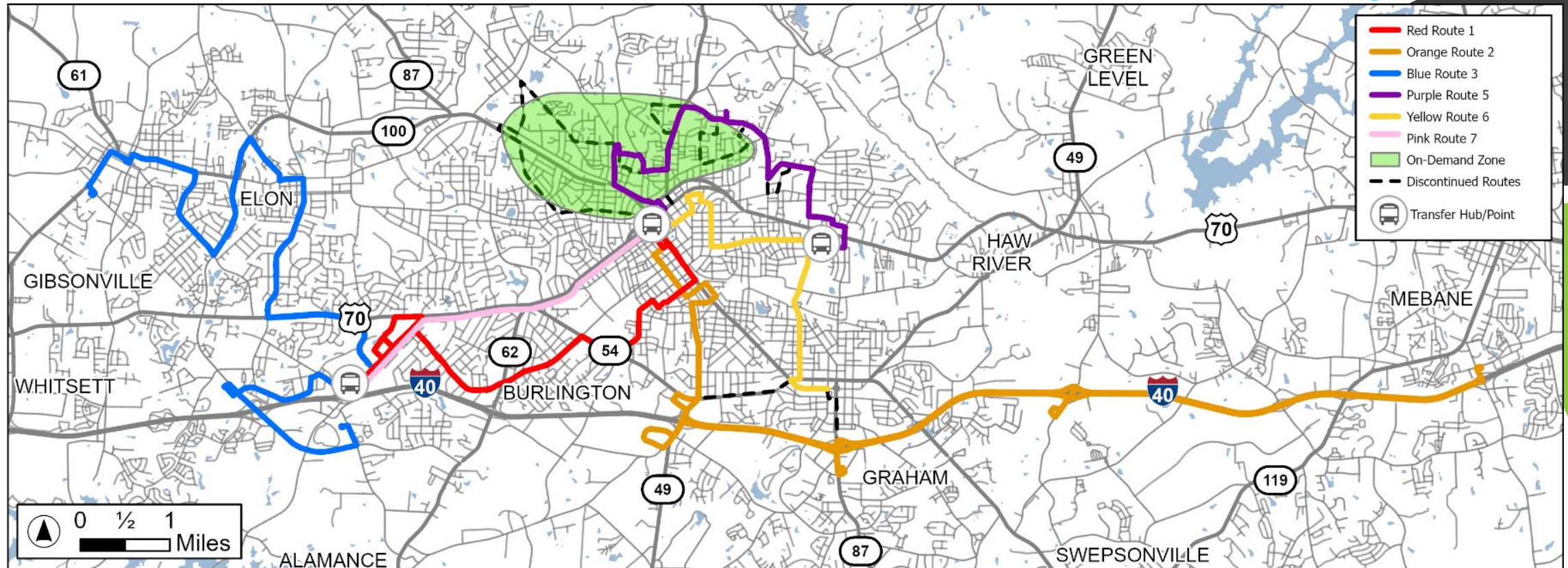


Recommended



Major Connection Point

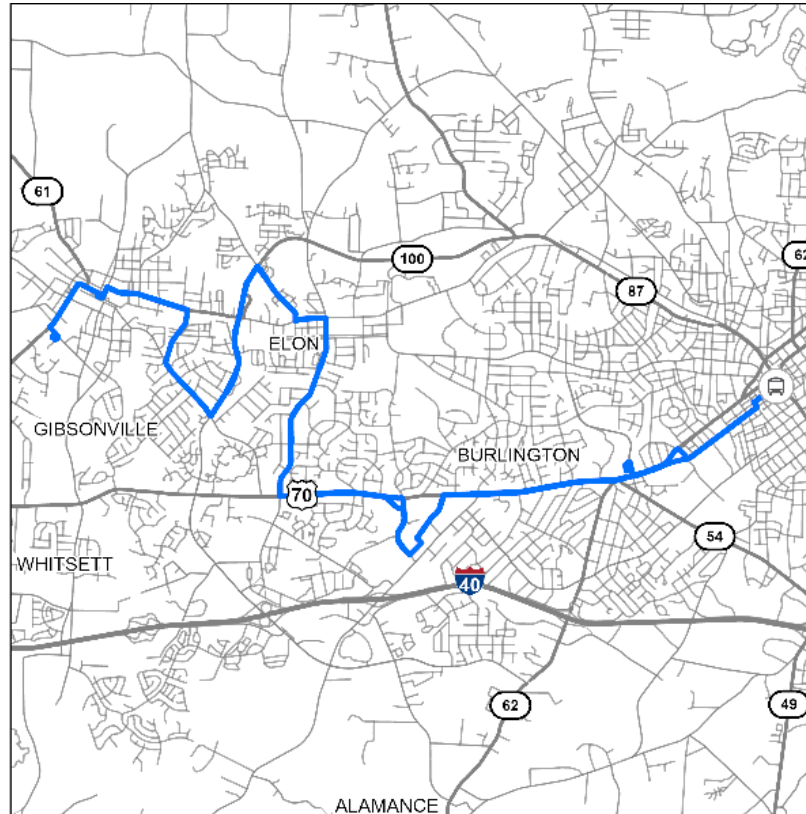
ORANGE ROUTE 2



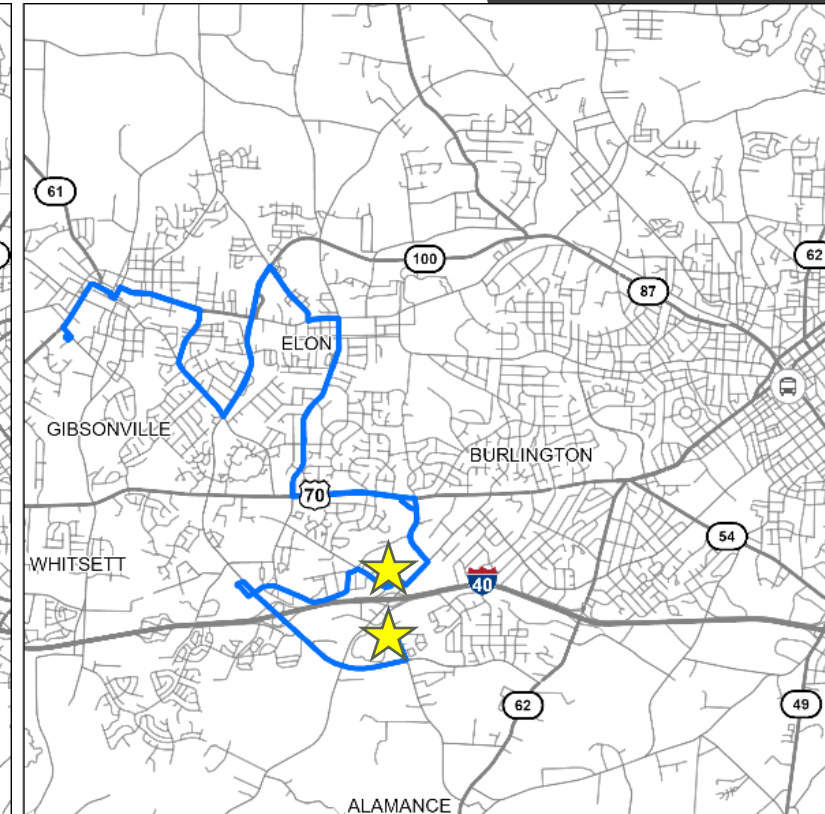
- No changes are proposed at this time and buses would continue to run every 90 minutes.
- The route may no longer serve Alamance County Office Building and Alamance County Courthouse. These locations would be served by Yellow Route 6, if this route does not serve Haw River.

BLUE ROUTE 3

- The route would operate between Cone Health Alamance Regional and Gibsonville via Elon with connections to Elon University and the Garden Road Walmart for timed transfers to Red Route 1 and Pink Route 7 for travel to Downtown Burlington.
- The route will operate every 60minutes instead of 90 minutes.



Existing



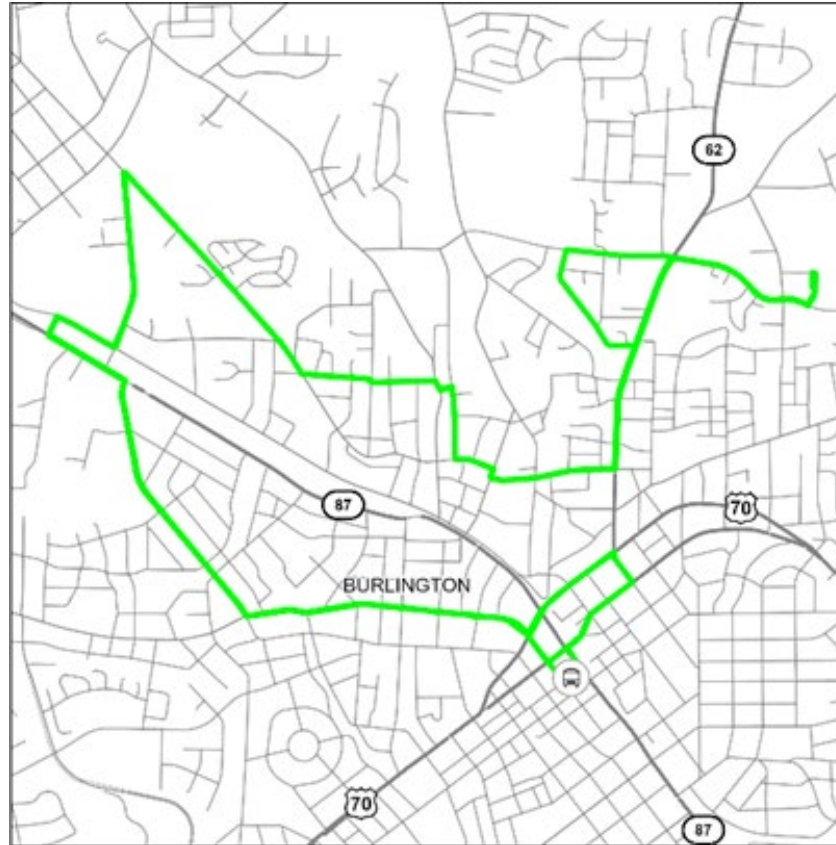
Recommended



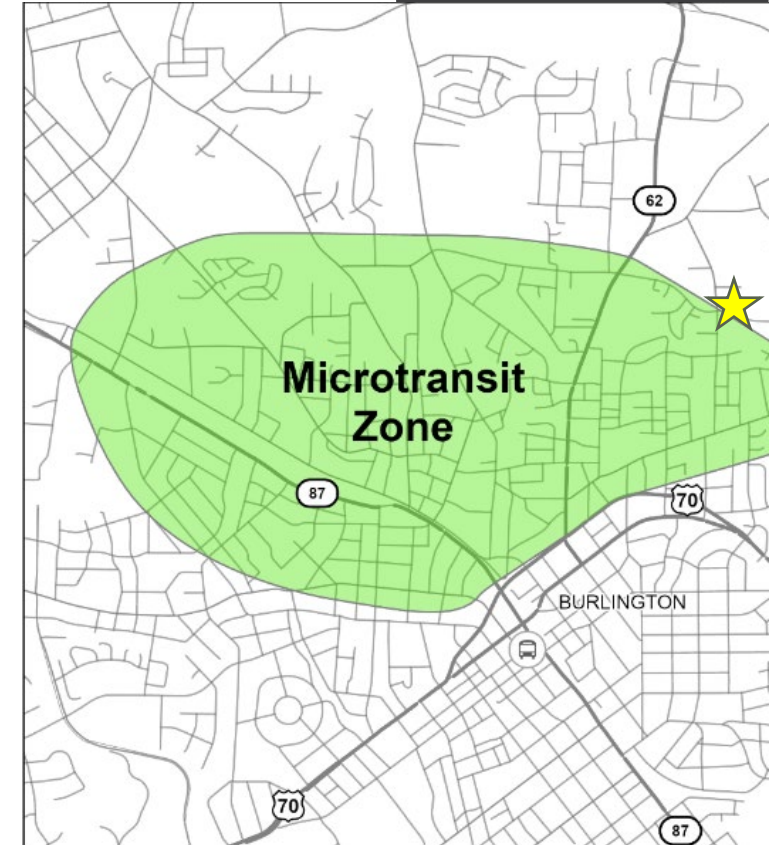
Major Connection Point

GREEN ROUTE 4

- This route would be replaced with an on-demand van service, operated as a 1-year pilot program called Link +
- Passengers would book rides when needed on an app or by phone
- Link + would operate in northwest Burlington where the Green Route 4 currently operates.



Existing



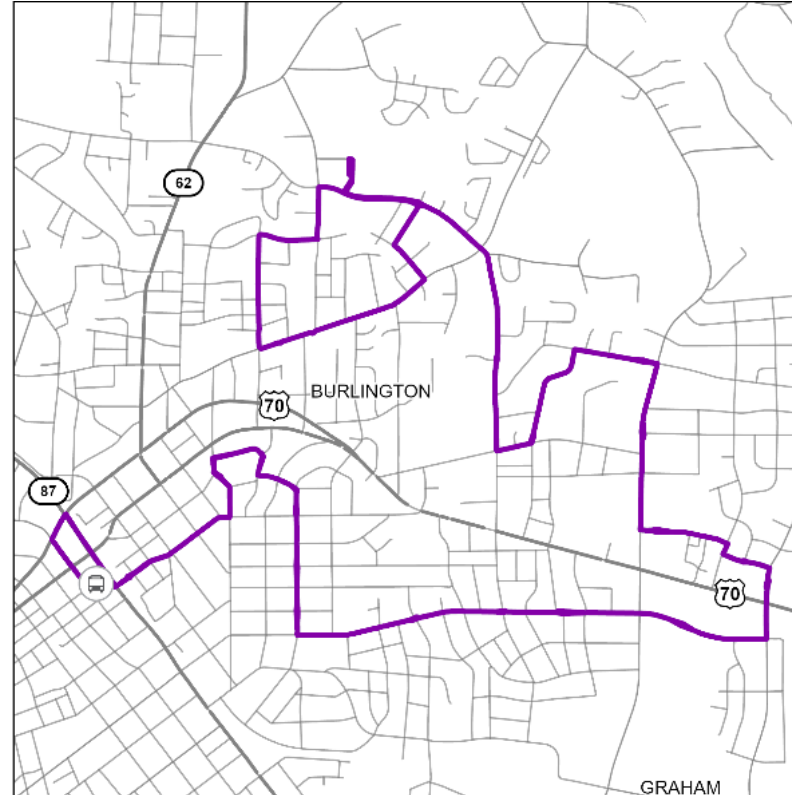
Recommended

PURPLE ROUTE 5

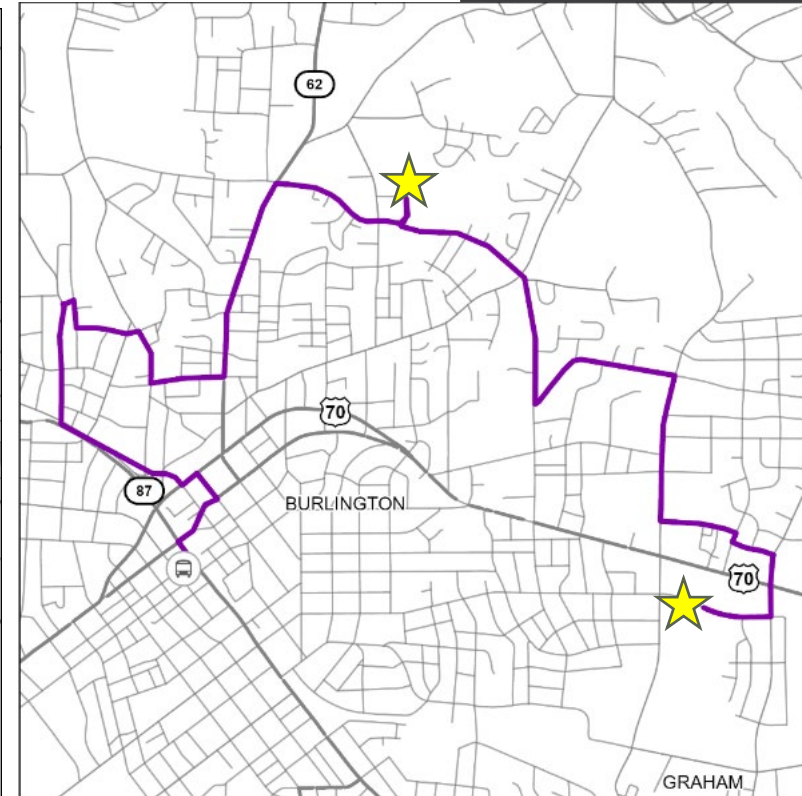
- The route will operate between Downtown Burlington and the Mebane Street Walmart, with service to the Lakeside Apartments and North Park Library.
- The route will operate every 60 minutes instead of 90 minutes.



Major Connection Point



Existing



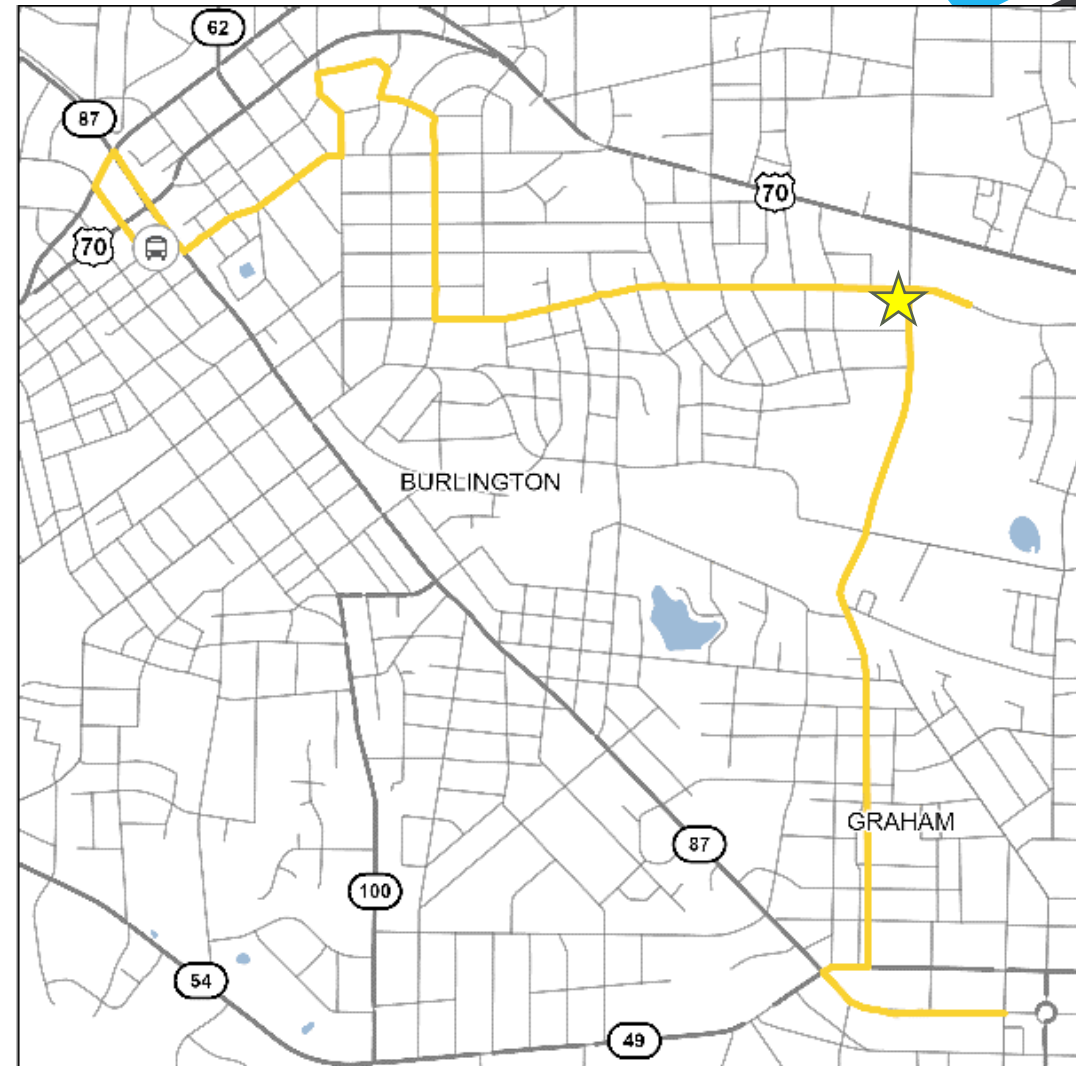
Recommended

NEW YELLOW ROUTE 6

- **Option 1:** The route would operate to Alamance County Office Building and Alamance County Courthouse and remove these destinations from Orange Route 2.
- **Option 2** (not pictured): In the future, create a new route with service between Downtown Burlington and Haw River (depending on funding) with connections to the Purple Route 5 at the Mebane Street Walmart.
- This route would operate every 60 minutes.



Major Connection Point



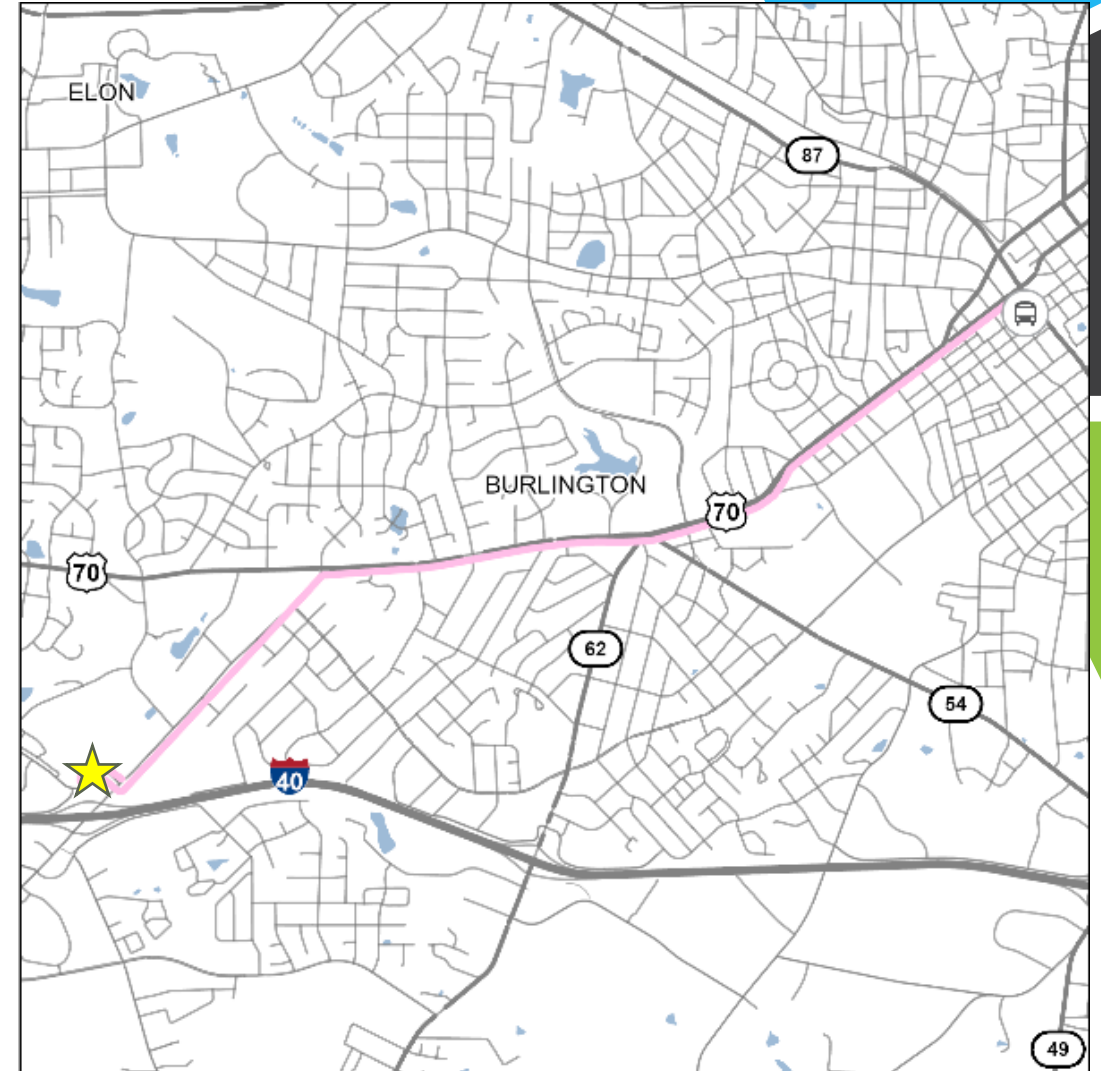
Recommended

NEW PINK ROUTE 7

- This new route would operate via Church Street and Sellers Mills Road between Downtown Burlington and Garden Road Walmart with timed connections to the Red Route 1 and Blue Route 3.
- The route would operate every 60 minutes.



Major Connection Point



Recommended

OTHER POTENTIAL IMPROVEMENTS

- Based on available funding, consider on-demand van service on Sundays within the City limits of Burlington from 8 a.m. to 4 p.m.
- Routes with lower performance would end service by 6:30 p.m. or 8:30 p.m. Only Red Route 1, Purple Route 5 and Pink Route 7 would continue until 9:30 p.m.

TRANSIT DEVELOPMENT PLAN

- Any comments, concerns, etc. about any of the recommendations?
- If more funding becomes available, what other improvements should be prioritized?

PUBLIC OUTREACH

Next Steps



PHASE 2 ENGAGEMENT: STATUS UPDATE

- **Engagement is live through February 11th**
 - Hoping for stakeholder help in pushing out survey link
- **Some in-person events are completed**
 - Two events held
 - *Downtown Transfer Center*
 - *North Park Library*
 - Two events remaining
 - *Walmart Garden Rd*
 - *Walmart Mebane Rd*
- **Focus Groups Scheduled**
 - Three focus groups scheduled for Jan 14th, 15th, and 16th
- **Website Update**
- **Flyers Posted On Board Buses (w/link to survey)**
- **Social Media Push**



ENGAGEMENT STRATEGY OVERVIEW

What	✓ Online	✓ In person	✓ Focus Groups	✓ Presentations
Approach	<ul style="list-style-type: none">• Social media and email pushes• Posters, flyers, etc.	<ul style="list-style-type: none">• Four “core” pop-ups at major destinations and transfer points	<ul style="list-style-type: none">• Community Orgs.• Neighbor Comm.• Major Employers and Non Profites	<ul style="list-style-type: none">• PTAC• Council• Operators
Purpose	<ul style="list-style-type: none">• Reach wide audience• Encourage people to fill out survey• Opportunity to learn more	<ul style="list-style-type: none">• Talk to as many people as possible• Increase awareness• Encourage people to fill out the survey	<ul style="list-style-type: none">• Focused, detailed conversations with targeted audiences	<ul style="list-style-type: none">• Status update to interested partners• Focused conversations with opportunities for questions

PUBLIC SURVEY

- Please take and share the following survey:
<https://www.surveymonkey.com/r/LinkTransit-Survey2>

The background of the right-hand page features a photograph of two Link Transit buses, one white and one green, parked outdoors. The buses have 'LINK TRANSIT' and the number '8009' visible on them.

DO YOU TAKE
PUBLIC TRANSIT?

TAKE THE SURVEY TODAY

WE WANT TO HEAR YOUR FEEDBACK!

HELP IMPROVE PUBLIC TRANSPORTATION
We're investing in Link Transit to make your transit experience better.
We have some new ideas and want your feedback!
Take the survey and tell us what you think!

 **WHAT ARE THE CHANGES?**
These changes involve better frequency, route adjustments, new on demand microtransit service, and better connections.

 **TELL US HOW YOU FEEL ABOUT THE CHANGES**
Take the survey to share your thoughts on the changes to Link Transit.

 **SCAN THE QR CODE TO TAKE THE SURVEY**
Or visit the URL below:
<https://www.surveymonkey.com/r/LinkTransit-Survey2>

LINK TRANSIT

THANK YOU!



Kimley»Horn