

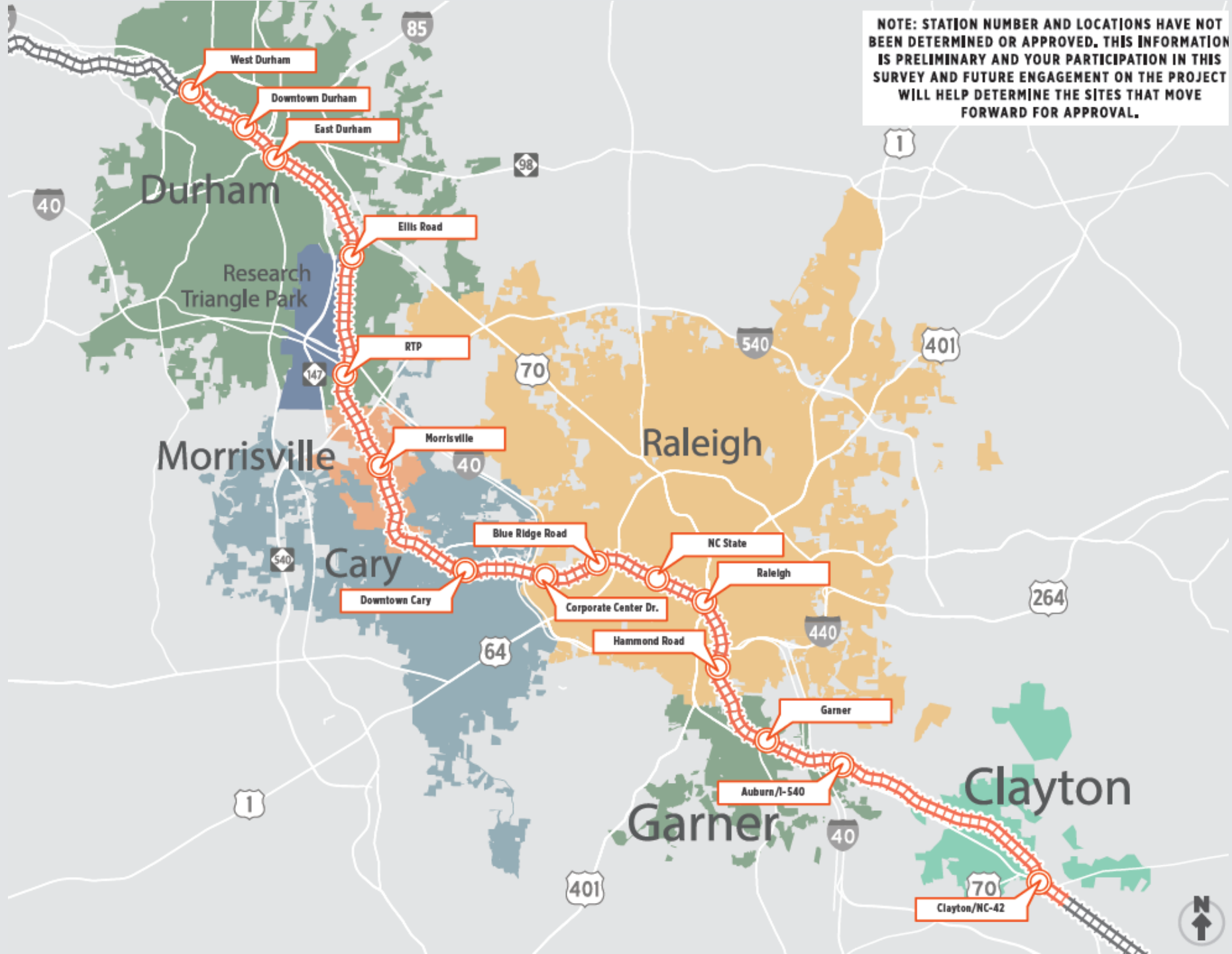
Greater Triangle Commuter Rail Survey: Means, Methods and Results



January 20, 2021

GoTriangle Board of Trustees Special Meeting

NOTE: STATION NUMBER AND LOCATIONS HAVE NOT BEEN DETERMINED OR APPROVED. THIS INFORMATION IS PRELIMINARY AND YOUR PARTICIPATION IN THIS SURVEY AND FUTURE ENGAGEMENT ON THE PROJECT WILL HELP DETERMINE THE SITES THAT MOVE FORWARD FOR APPROVAL.



CURRENT STUDY



Study funding partners

Execute Triangle's core transportation planning functions

Project sponsor

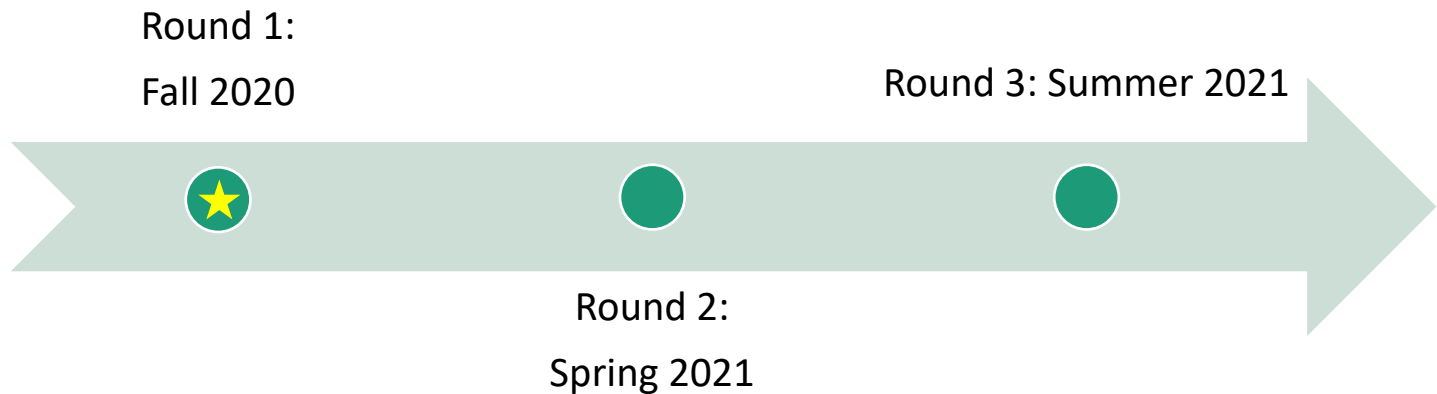
Sponsors intercity passenger rail on the corridor and has other rail-highway safety mandates

Owns and leases the rail corridor

Public Engagement Overview

Goals:

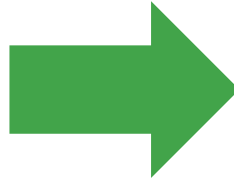
- Raise awareness
- Obtain public feedback
- Coordinate regionally



18 Month Study Timeframe

Round I Engagement Results

- 5,600 survey views
- 2,700 unique participants
- 500 participants in the first 3 days



Nearly 5,000
project-
related
comments

Methods and Materials

Methods

- Email campaigns
 - 5,000 GoForward subscribers
 - Focused e-mails to minority communities
 - 300 community organizations
 - GoTriangle and GoDurham transit riders
- Social media and geo-targeting
- Paper survey distribution
- Virtual meetings
- Virtual presentations
- Virtual focus groups

Materials

- Press Release
- Brochure/Rack Card
- Digital Poster
- Social Posts
- Webpage
- Survey – Print & Digital
- Video

Web and Social Media

GoForward Website

- 2,505 unique pageviews

19 @GoTriangle Tweets

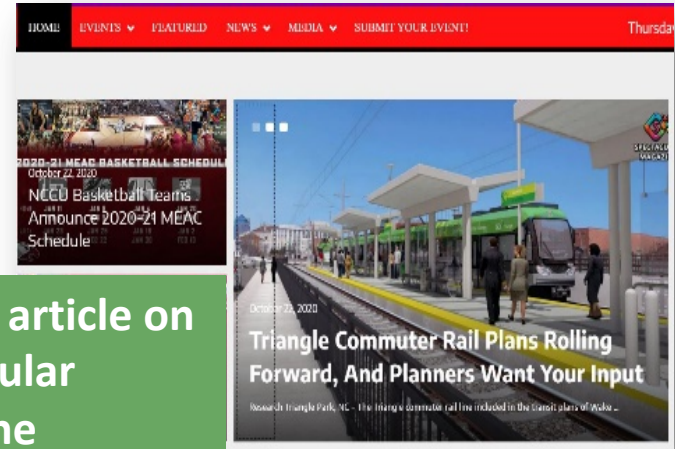
- 34,800 impressions
- 1,000 engagements

26 @WakeTransit Tweets

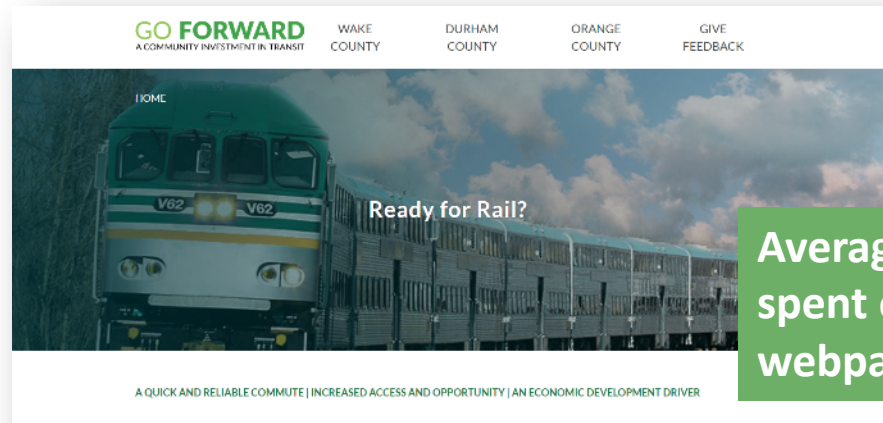
- 26,800 impressions
- 1,000 engagements

Facebook

- 44,900 people reached
- 1,600 reactions
- 3,700 clicks



Feature article on
Spectacular
Magazine



Average time
spent on the
webpage: 3:38

Adapting to COVID-19

In-Person

- Crosby-Garfield Drive-Through Community Day (10/24)
- Pop-up Survey Center at Durham Station (10/23 and 10/29)
- Pop-up Survey Center at The Village Shopping Center (11/4)
- Pop-up Survey Center at GoRaleigh Station (11/6)
- Give Thanks with GoDurham (11/18)

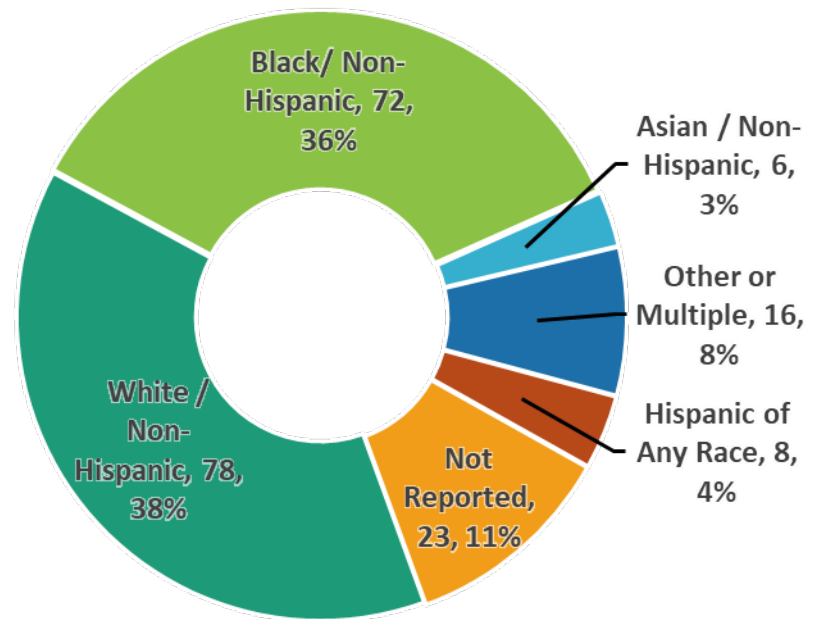
Virtual

- Durham PAC 1, 2, 3, 4, 5
- Durham Mayor's Committee for Persons with Disabilities
- Crosby-Garfield Advocacy Group
- Wake County Public Libraries
- Wake Partnership to End Homelessness
- GoTriangle TDM Partners
- Durham CAN
- Univision

Equity and Inclusion

- **Maximizing Participation Initiative**
 - Utilize community partnerships to reach populations underrepresented in the transit planning process
 - Advance Community Health
 - Meals on Wheels of Durham
 - North Carolina Society for Hispanic Professionals
- **Multilingual survey access**
 - *Chinese (Simplified), French, German, Haitian Creole, Hindi, Japanese, Myanmar (Burmese), Portuguese, Russian, Spanish*

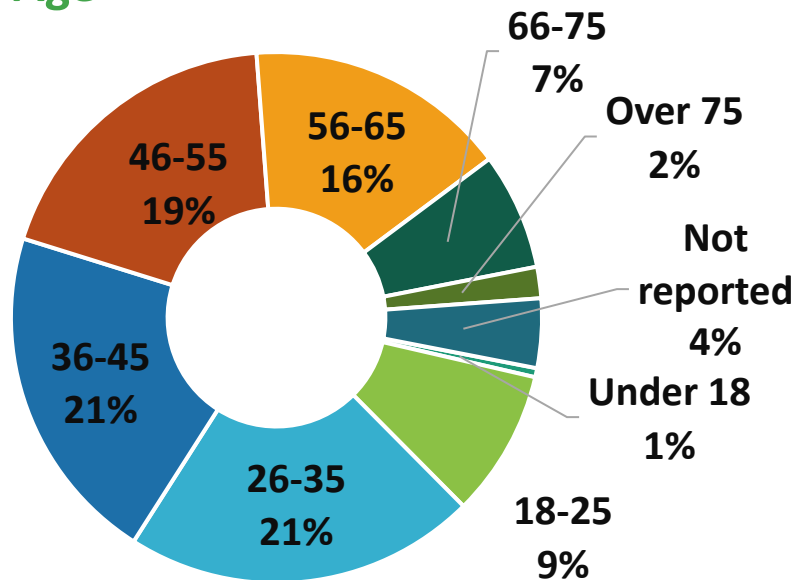
→ 203(8%) unique participants
→ 399(8%) project related comments



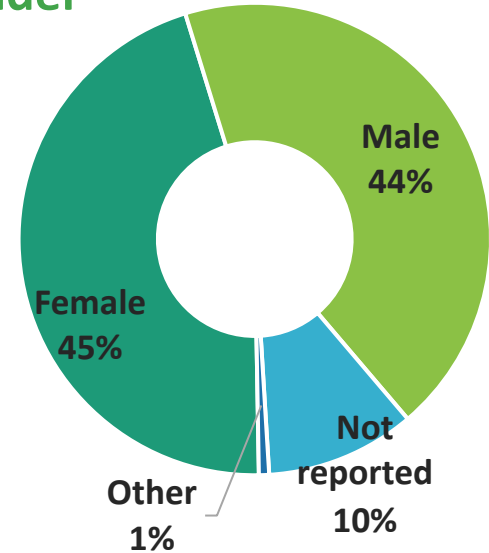
MPI Survey Population

Over 2,400 (89%) of 2,700 participants responded to at least one demographic question

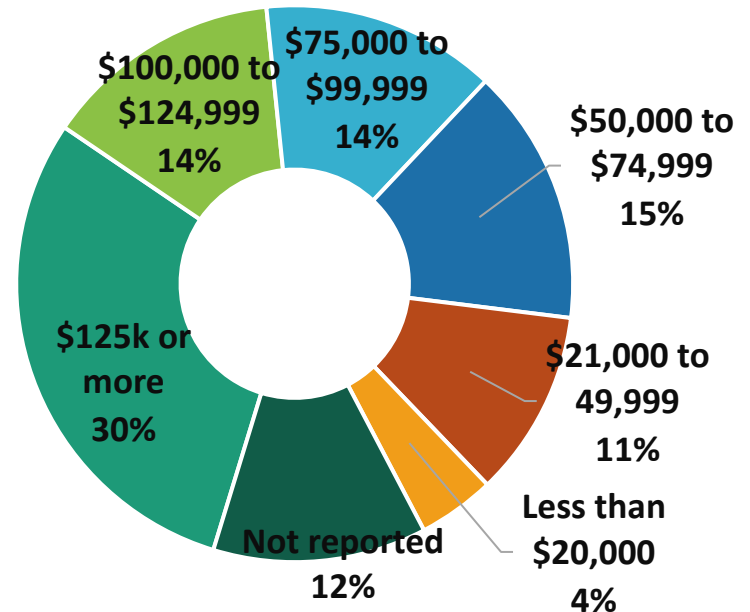
Age



Gender

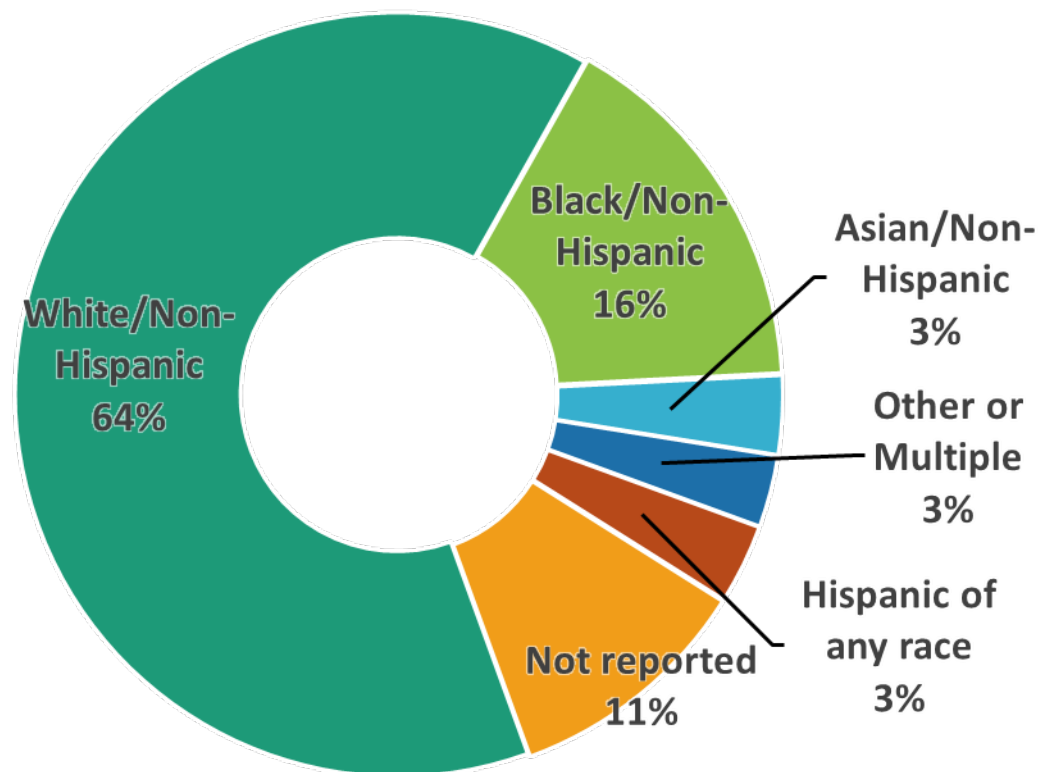


Annual Household Income



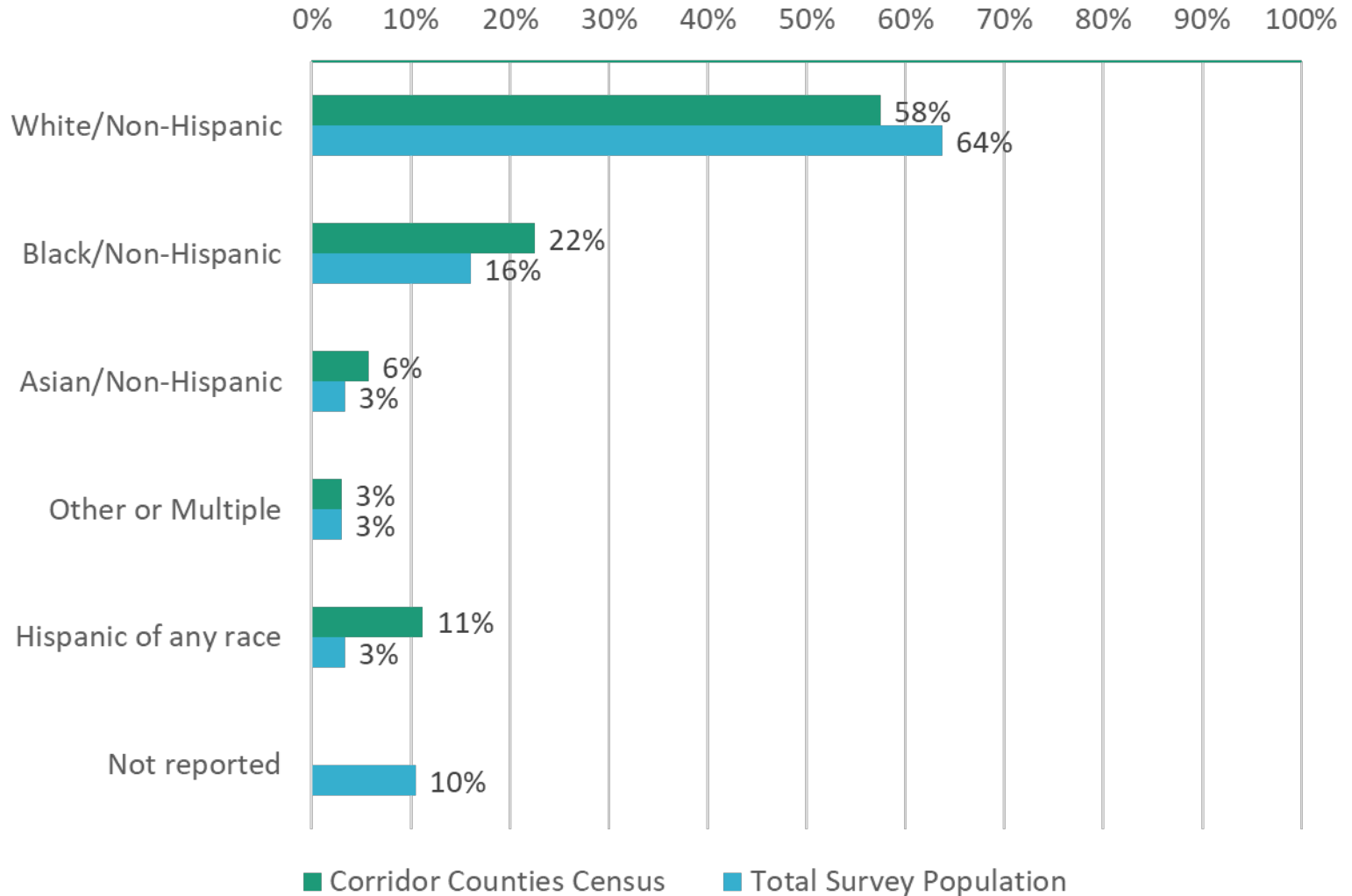
All Survey Participants: Race & Ethnicity

White/Non-Hispanic	1736
Black/Non-Hispanic	436
Asian/Non-Hispanic	91
Other or Multiple	83
Hispanic of any race	92
Not reported	286
Total	2724



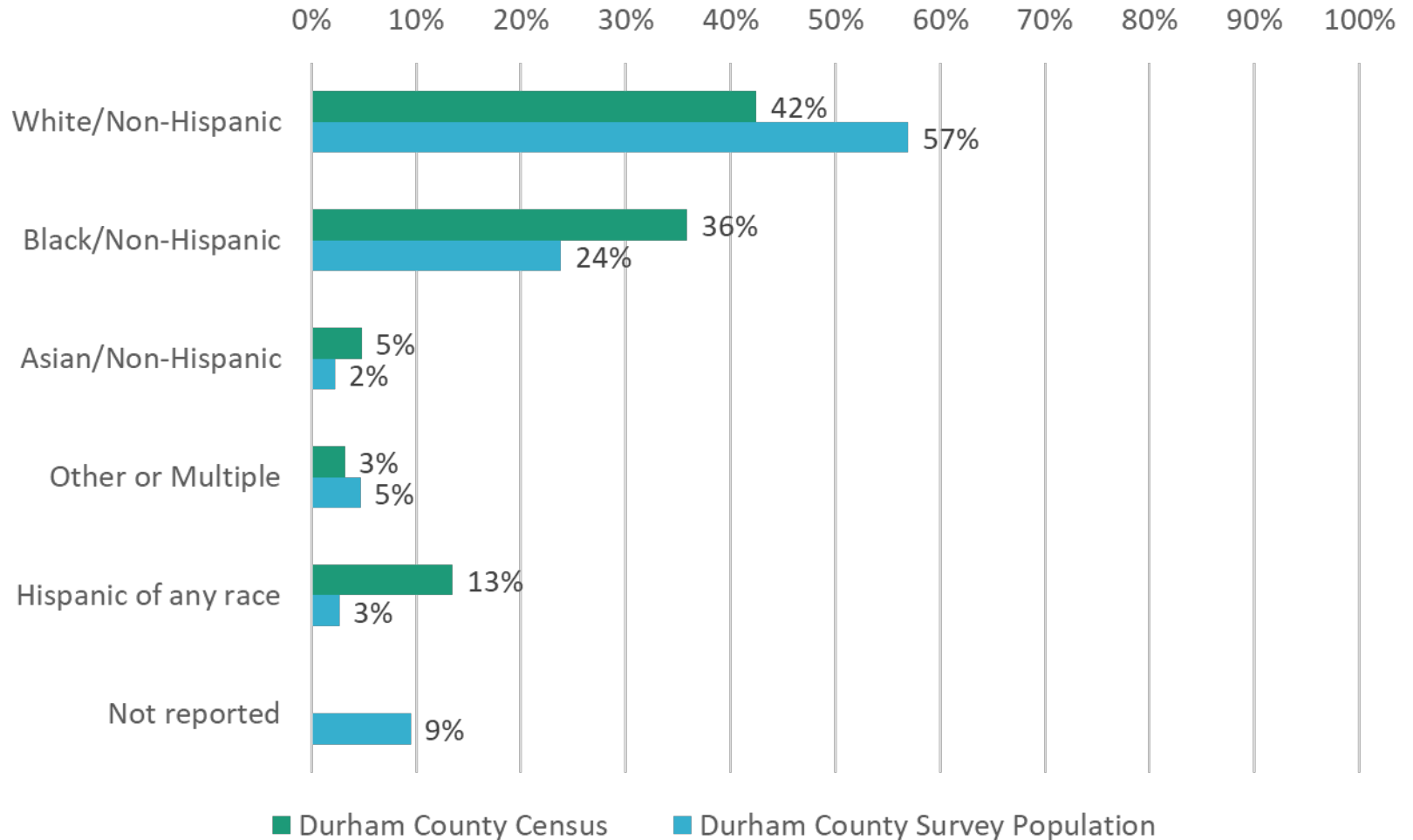
Corridor Counties and Survey Participants

Did the survey mirror the general population?



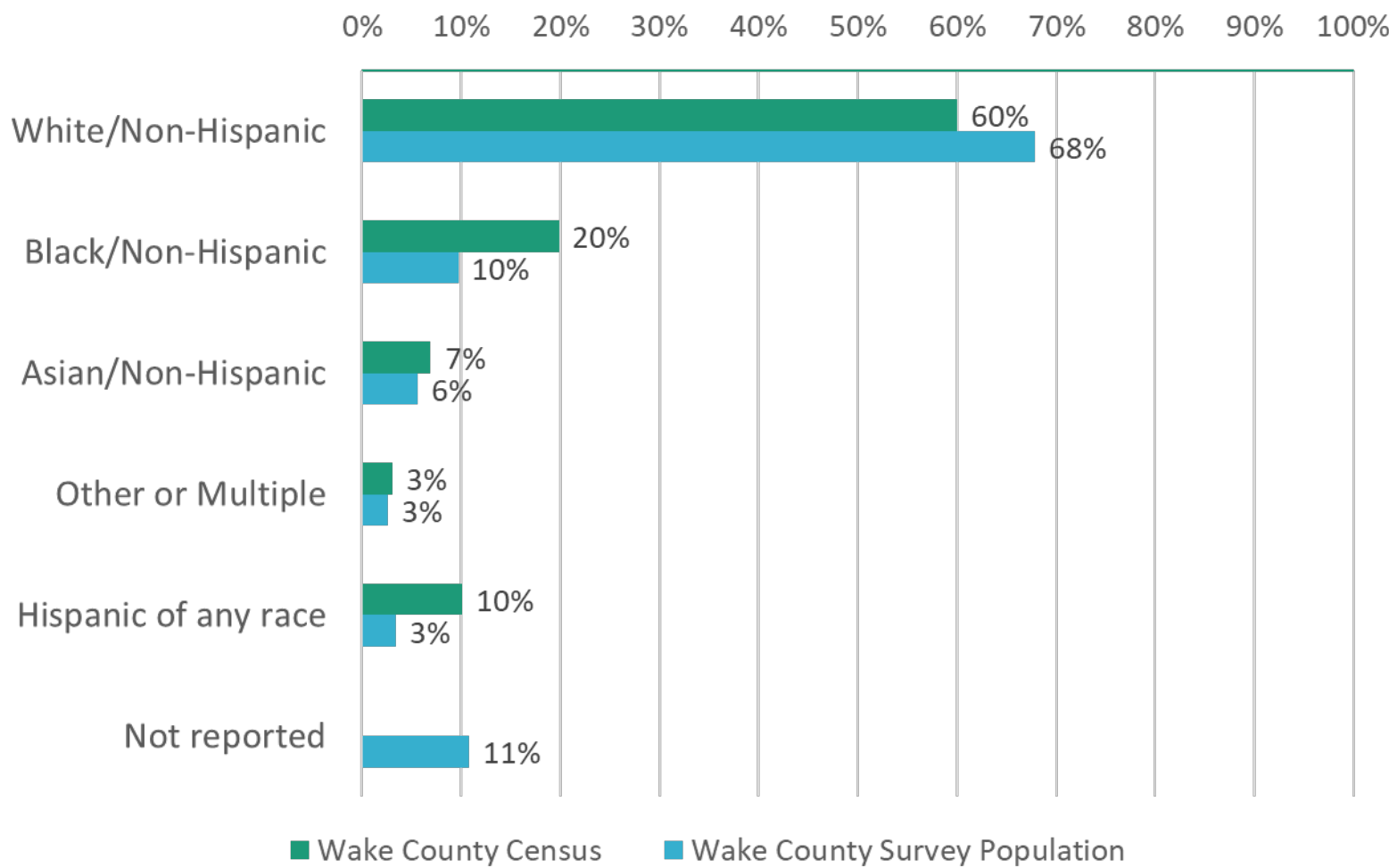
Durham County and Durham Survey Participants

Did the survey mirror the general population in Durham County?



Wake County and Wake Survey Participants

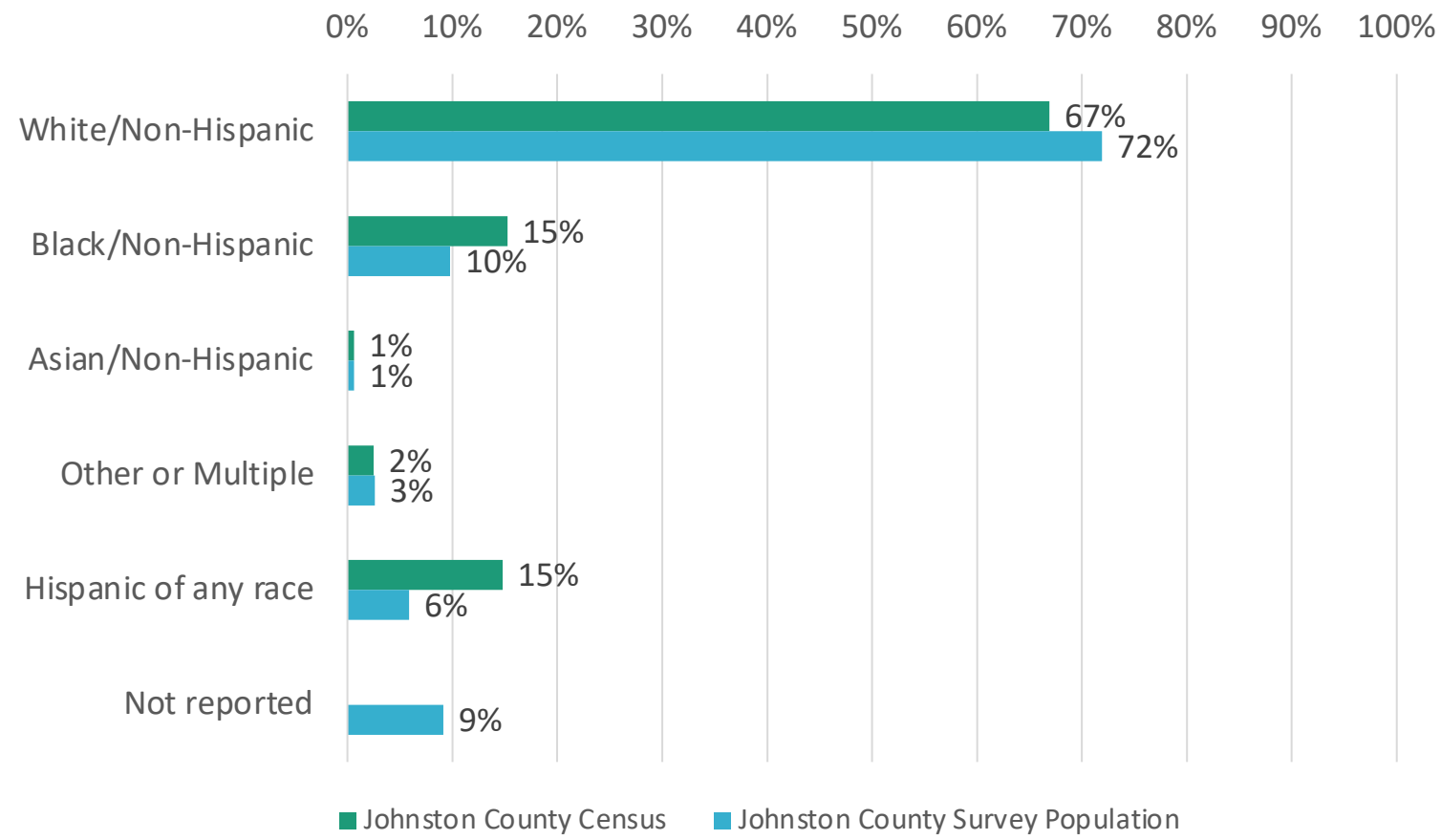
Did the survey mirror the general population in Wake County?



Source: US Census, American Community Survey 2019 5 Year Est., Table B03002

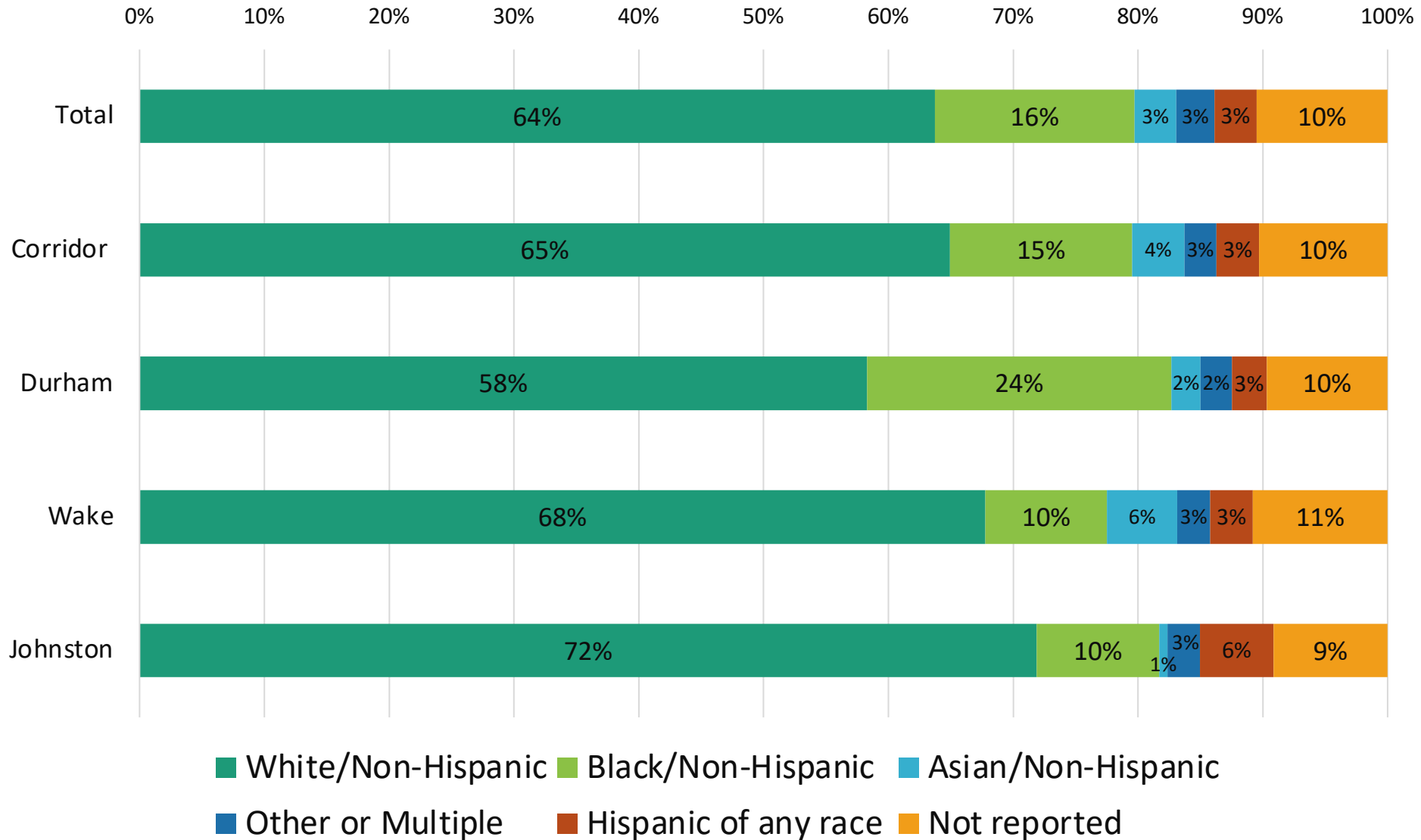
Johnston County and Johnston Survey Participants

Did the survey mirror the general population in Johnston County?

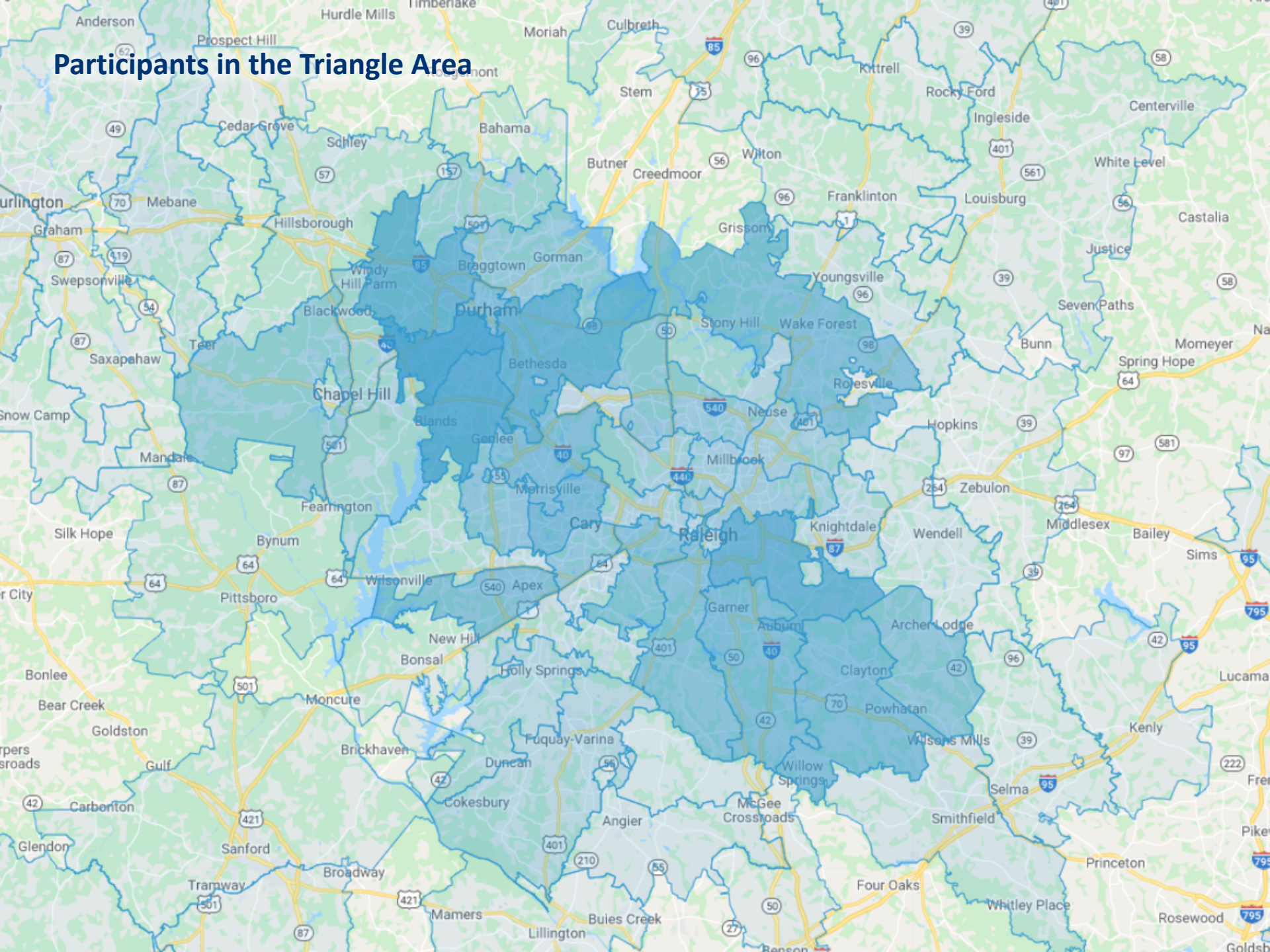


Source: US Census, American Community Survey 2019 5 Year Est., Table B03002

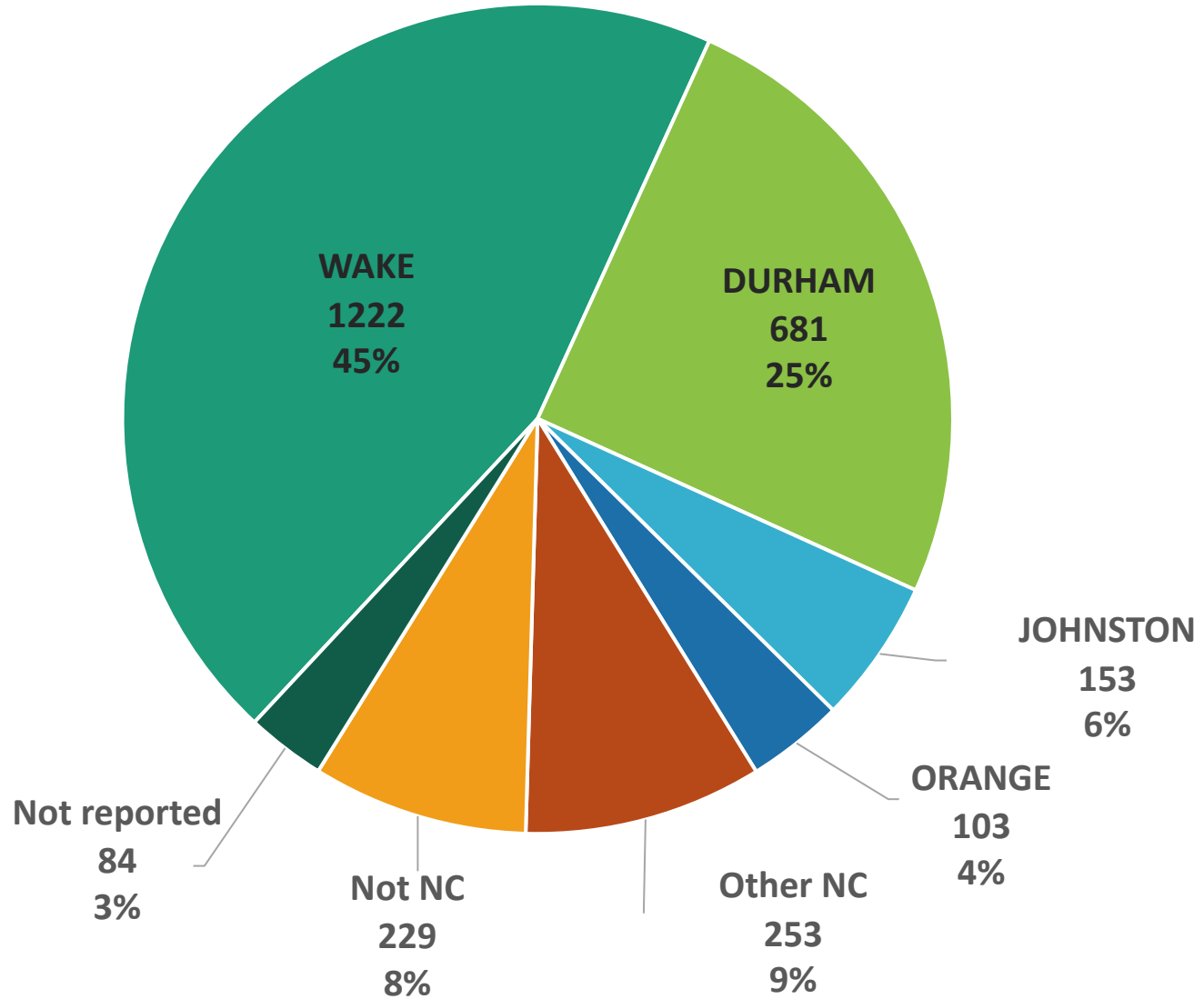
Survey Participant Demographics: Race & Hispanic Origin



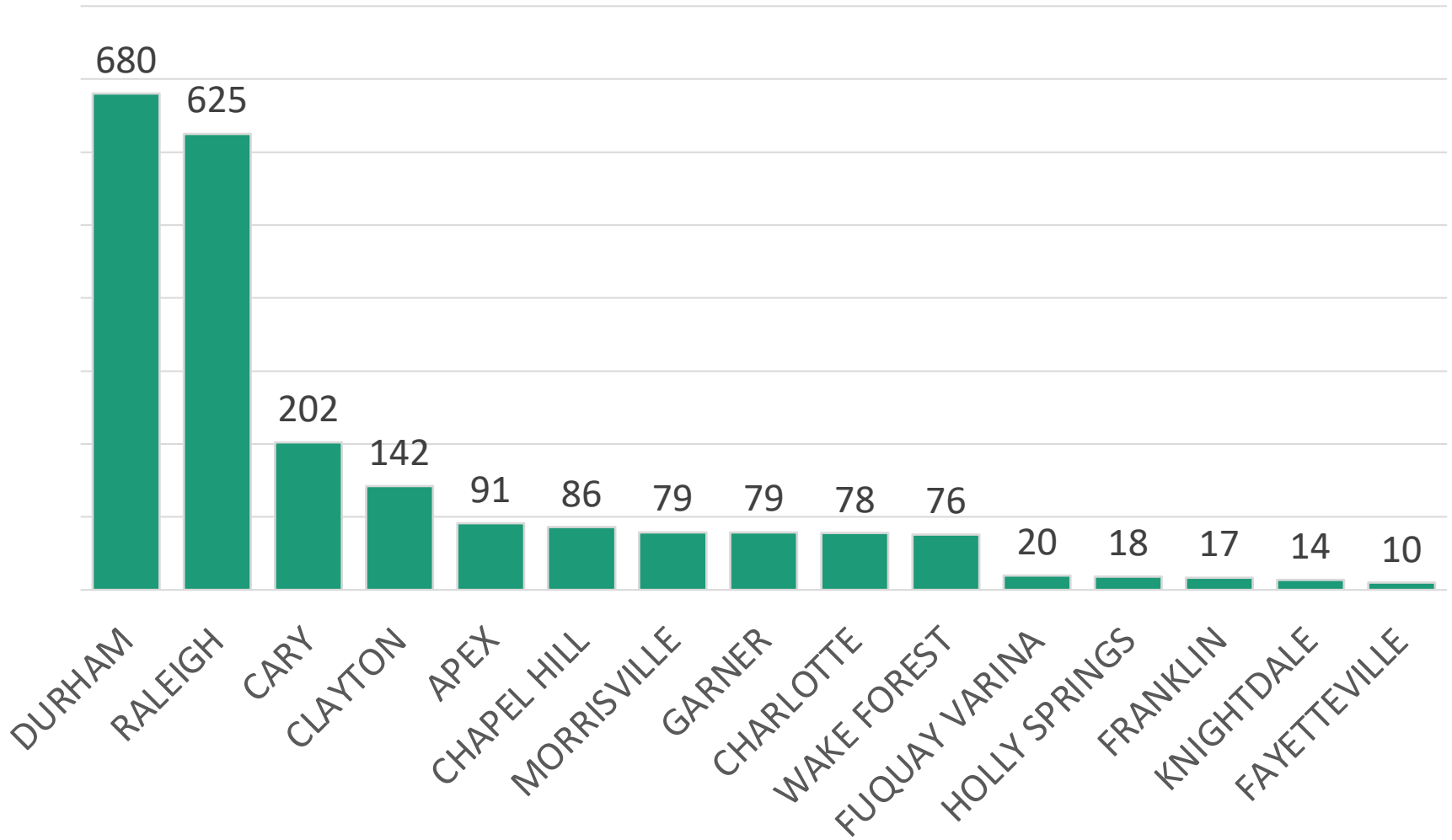
Participants in the Triangle Area



Geographic Participation: Counties



Geographic Participation: Municipalities



Major Takeaways

Benefits

- Reducing congestion
- Environmental benefits
- Decreasing commute times
- Bringing the Triangle up to modern metropolitan standards
- Sense of connectivity throughout the Triangle

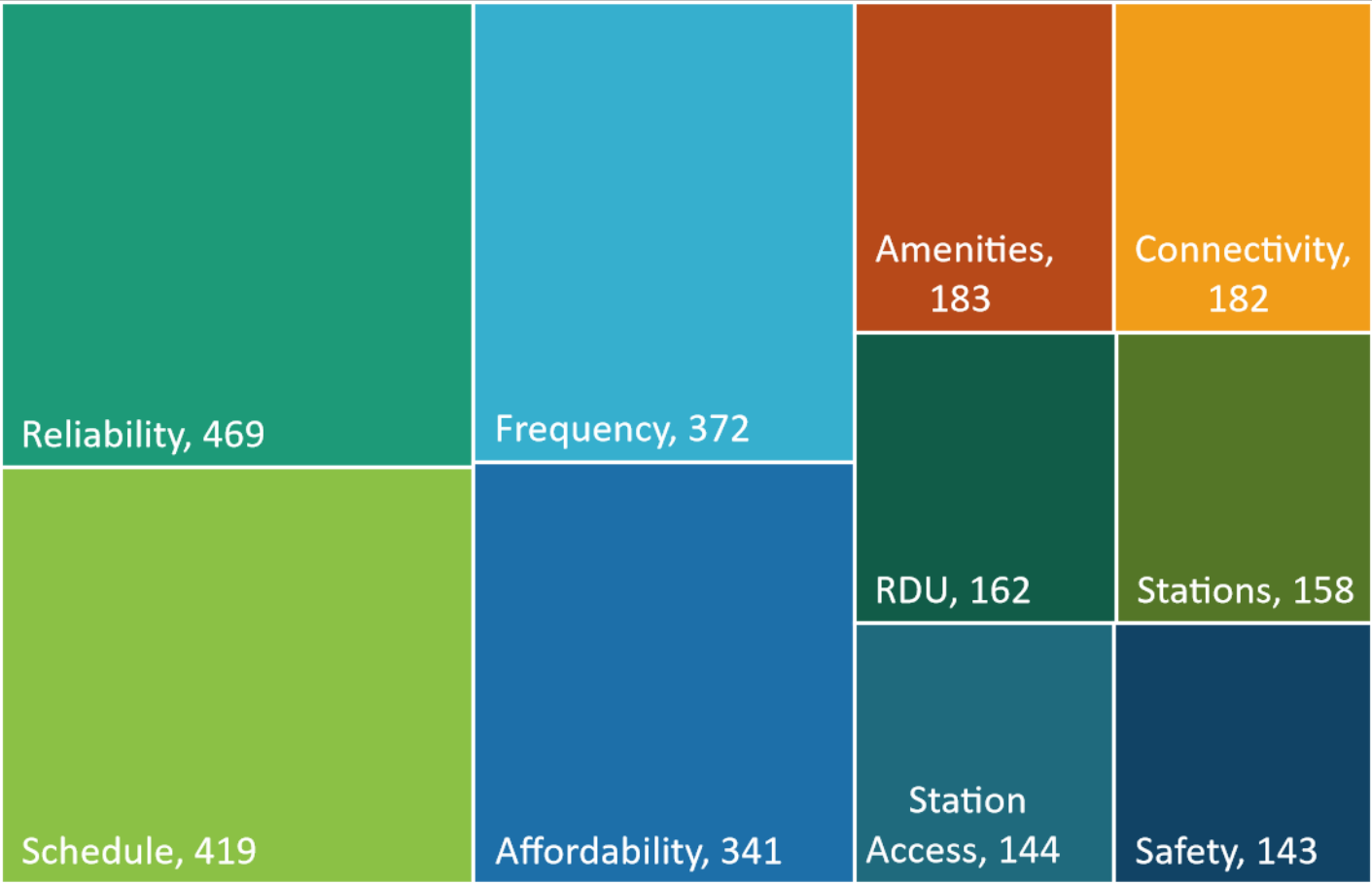
Concerns

- Project cost and funding allocation
- Would it be effective?
- Would it serve the community equitably?
 - Serves only commuters
 - Doesn't serve those most in need (not equitable)
 - Some geographic areas left out

Survey Questions

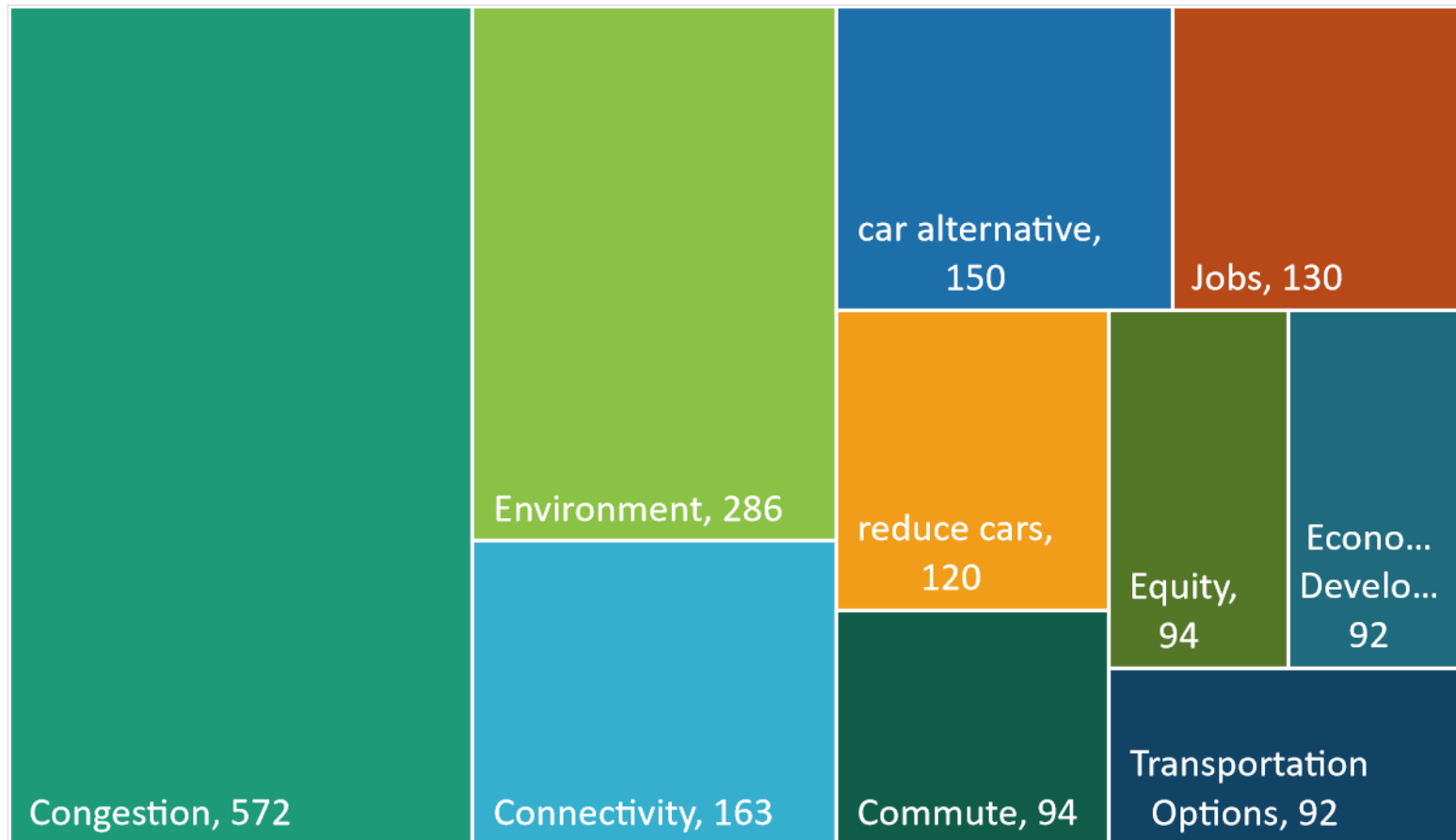
1. What would you like in a commuter rail train that connects Durham and Wake counties?
2. What do you see the commuter rail train doing for your community?
3. At the end of this study, local leaders will decide whether to move forward with the proposed commuter rail train. What else should they be considering to make that decision?

1. What would you like in a commuter rail train that connects Durham and Wake counties?



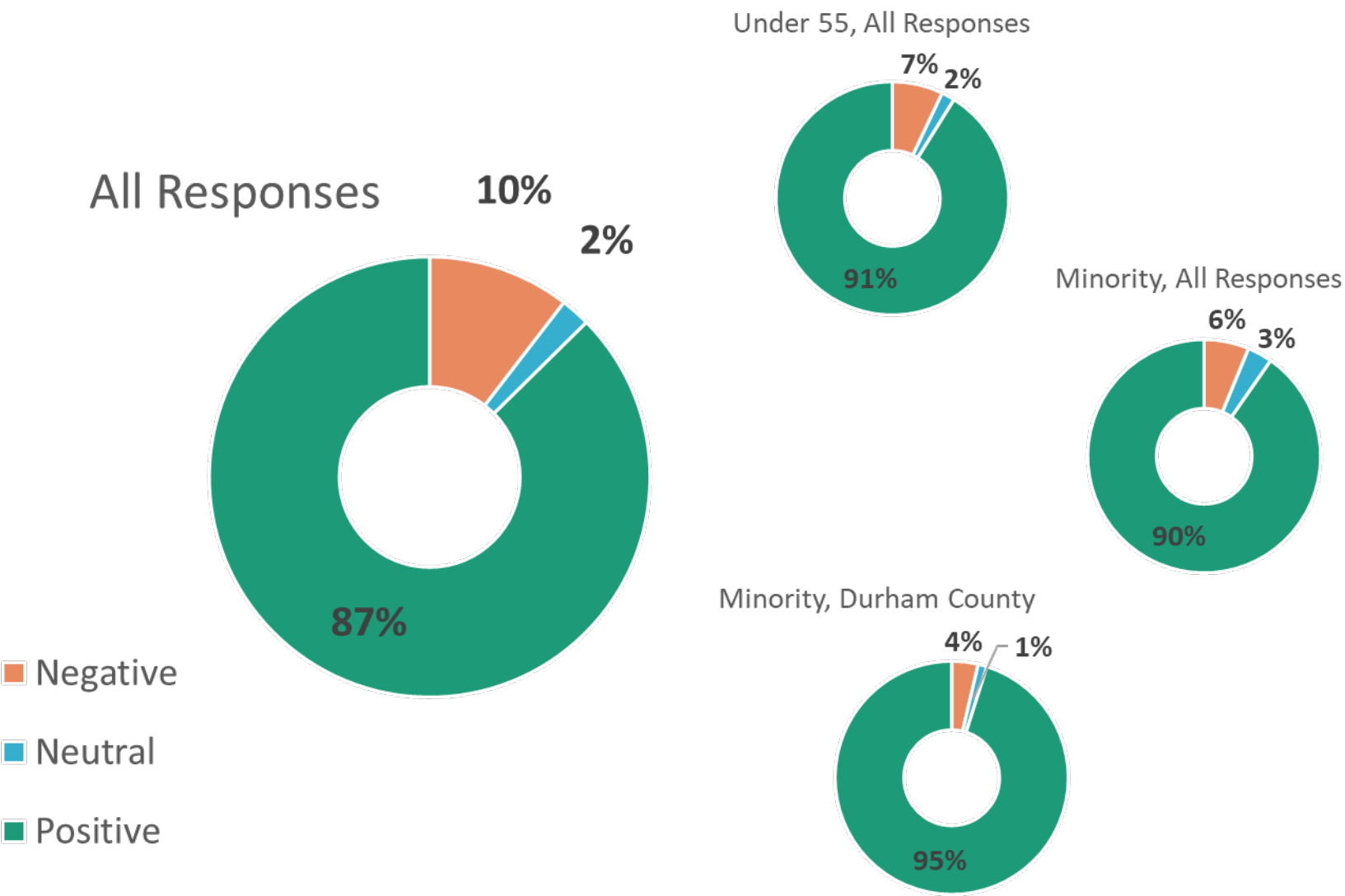
“Frequency, reliability, accessibility, and affordability”

2. What do you see the commuter rail train doing for your community?



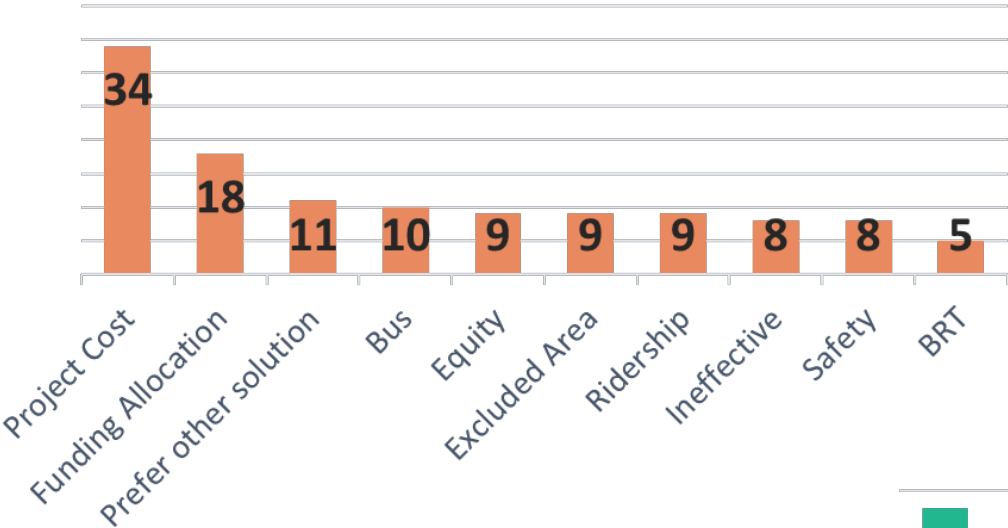
"Easing congestion and pollution. Providing opportunities for all people to travel without a car. Be able to go to downtown Raleigh without dealing with parking."

2. What do you see the commuter rail train doing for your community? : Comment Sentiment

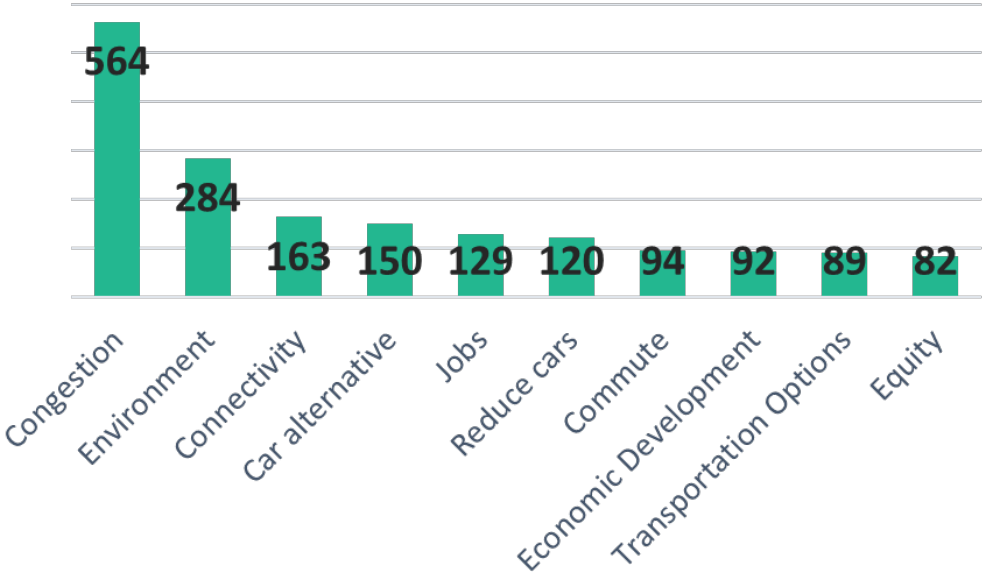


2. What do you see the commuter rail train doing for your community? : Top Tags by Comment Sentiment

Negative Comments



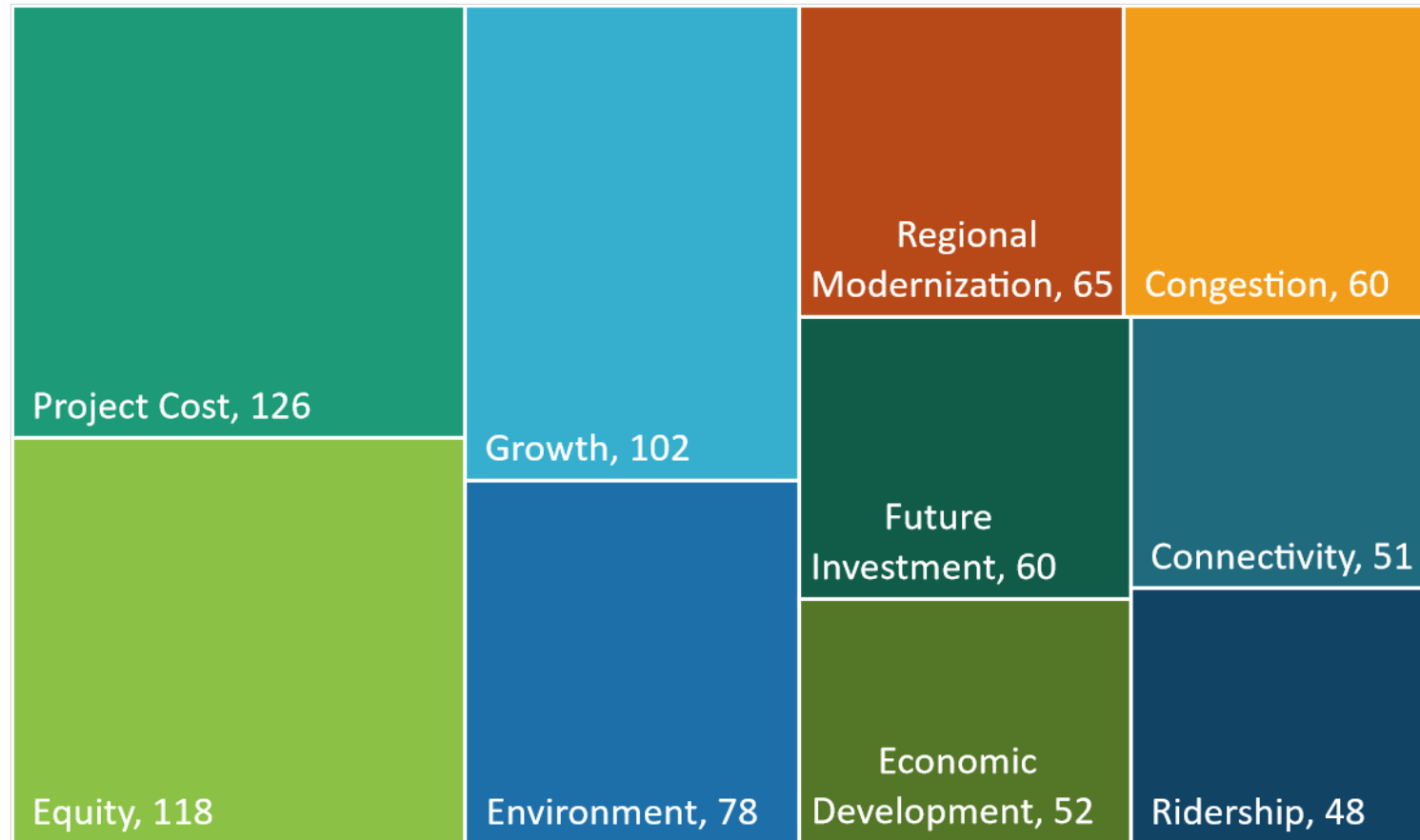
Positive Comments



2. What do you see the commuter rail train doing for your community? : Sentiment by Corridor Municipality

	Positive	Neutral	Negative
CARY	87%	2%	11%
CLAYTON	96%	1%	3%
DURHAM	89%	2%	9%
GARNER	87%	3%	10%
MORRISVILLE	86%	0%	14%
RALEIGH	91%	2%	7%

3. At the end of this study, local leaders will decide whether to move forward with the proposed commuter rail train. What else should they be considering to make that decision?



"We need to catch up with other regional metropolitan areas like Charlotte and Atlanta to stay relevant for industries and businesses considering relocating to the Mid-Atlantic or Southeast US. Mass transit will be the way of the future and if not now then when?"

Next Steps

- Focus groups – investigate themes raised with survey respondents and reduce demographic gaps
 - Understanding of the project
 - Costs and Affordability
 - Connecting to the train/last mile connections
 - Service needs
- Ongoing education and awareness
- Additional public comment periods

Questions

GO FORWARD

A COMMUNITY INVESTMENT IN TRANSIT