

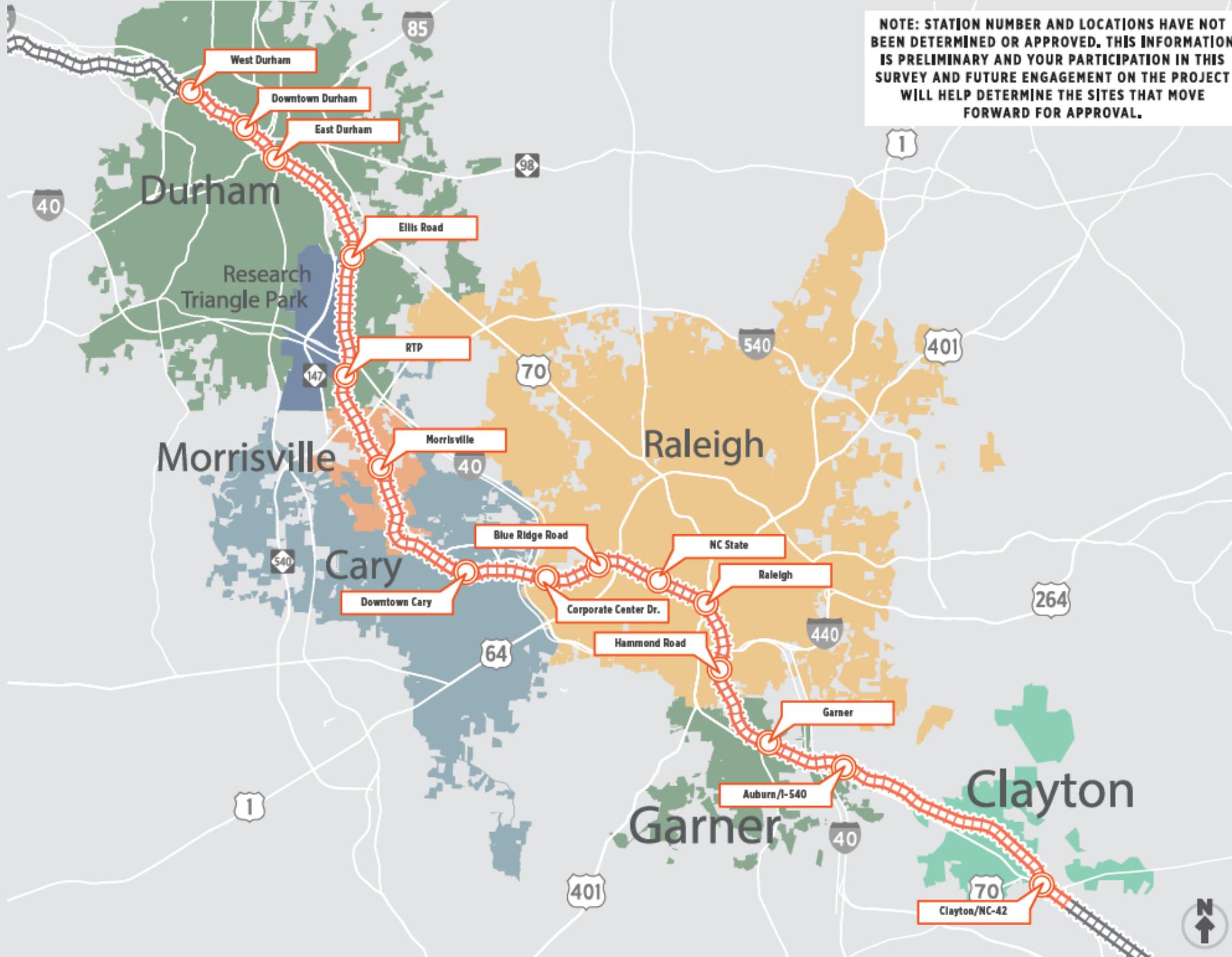
# *Greater Triangle Commuter Rail Survey: Means, Methods and Results*



January 20, 2021

GoTriangle Board of Trustees Special Meeting

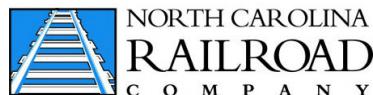
NOTE: STATION NUMBER AND LOCATIONS HAVE NOT BEEN DETERMINED OR APPROVED. THIS INFORMATION IS PRELIMINARY AND YOUR PARTICIPATION IN THIS SURVEY AND FUTURE ENGAGEMENT ON THE PROJECT WILL HELP DETERMINE THE SITES THAT MOVE FORWARD FOR APPROVAL.



# CURRENT STUDY



JOHNSTON COUNTY  
NORTH CAROLINA



Study funding partners

Execute Triangle's core transportation planning functions

Project sponsor

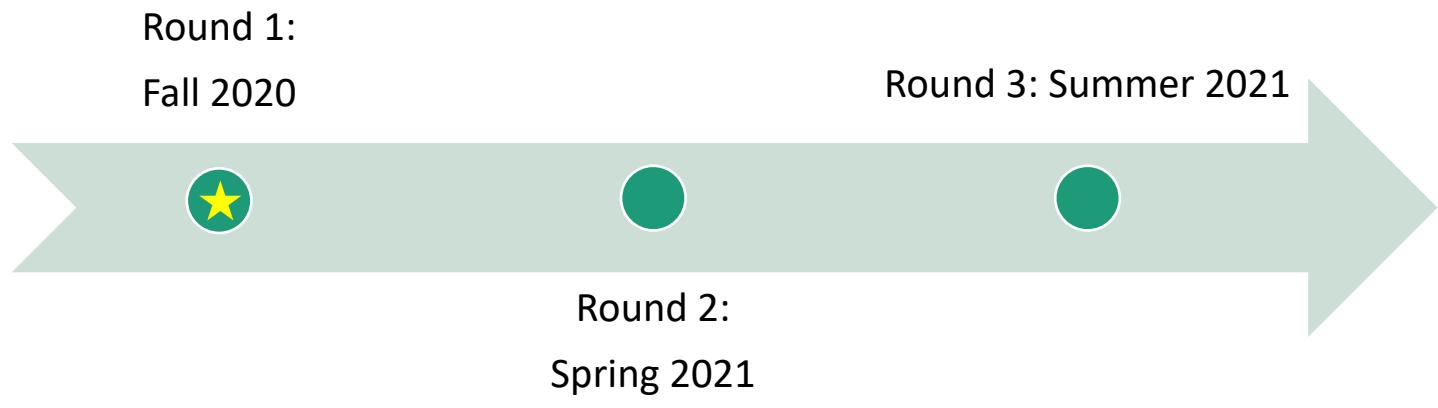
Sponsors intercity passenger rail on the corridor and has other rail-highway safety mandates

Owns and leases the rail corridor

# Public Engagement Overview

## Goals:

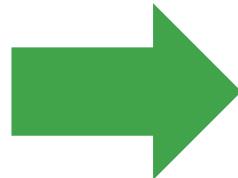
- Raise awareness
- Obtain public feedback
- Coordinate regionally



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

The screenshot shows the GoForward website's homepage. At the top, there is a navigation bar with links for HOME, EVENTS, FEATURED, NEWS, MEDIA, and SUBMIT YOUR EVENT. The date 'Thursday, October 22, 2020' is also visible. Below the navigation, there are two main news articles. The first article, titled 'Feature article on Spectacular Magazine', has a green background overlay. The second article, titled 'Triangle Commuter Rail Plans Rolling Forward, And Planners Want Your Input', features a photo of a train at a station.

The screenshot shows the GoForward website's homepage. The header includes the 'GO FORWARD' logo, links for WAKE COUNTY, DURHAM COUNTY, ORANGE COUNTY, and GIVE FEEDBACK, and a 'HOME' link. Below the header is a large image of a green and white train with the text 'Ready for Rail?'. At the bottom of the page, there is a footer with the text 'A QUICK AND RELIABLE COMMUTE | INCREASED ACCESS AND OPPORTUNITY | AN ECONOMIC DEVELOPMENT DRIVER'.

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)

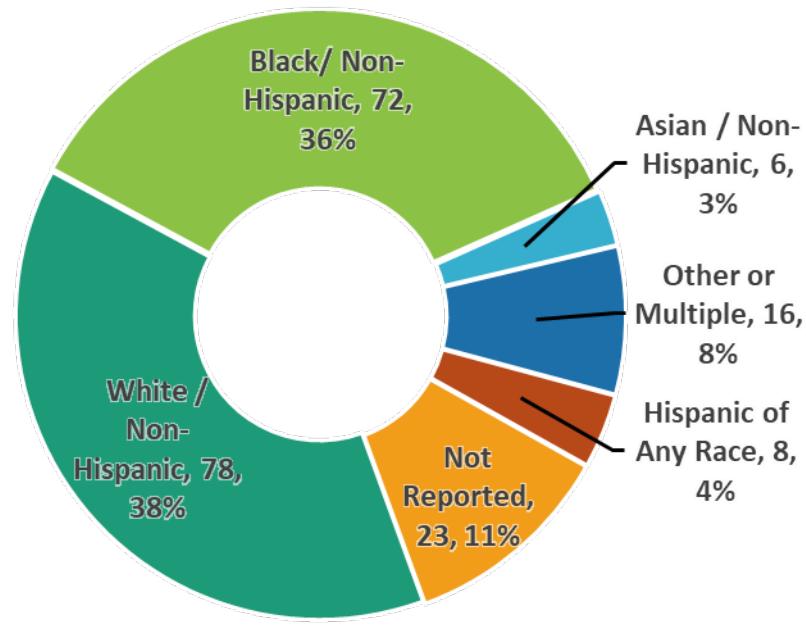
## Virtual

- 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, Myanman (Burmese), Portuguese, Russian, Spanish*

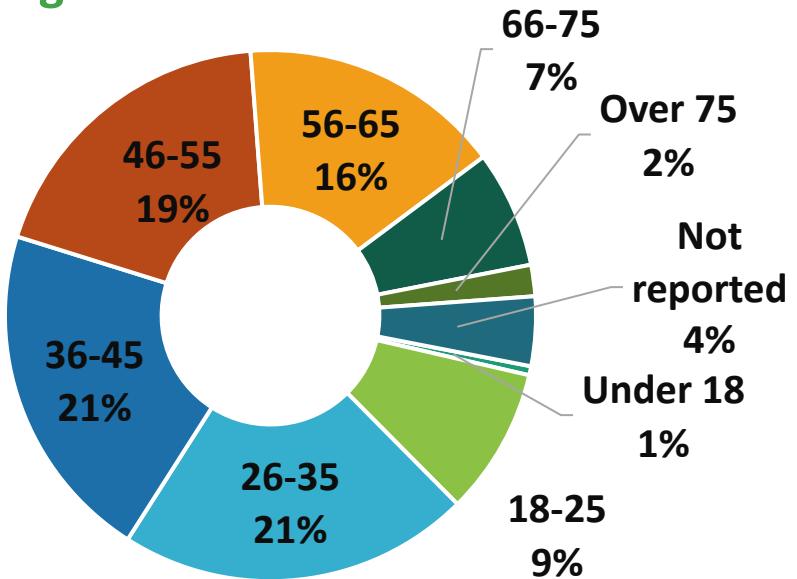
→ 203(8%) unique participants  
→ 399(8%) project related comments



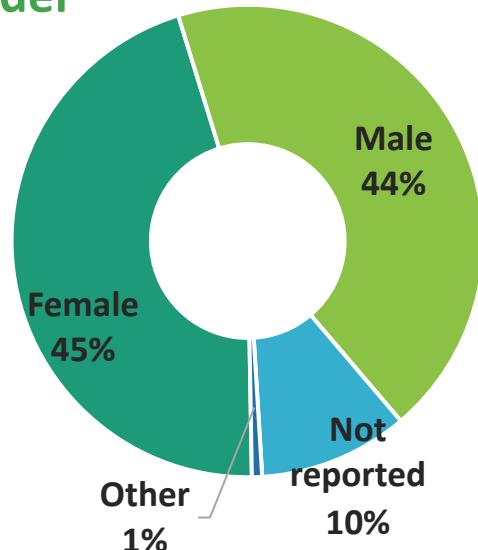
MPI Survey Population

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

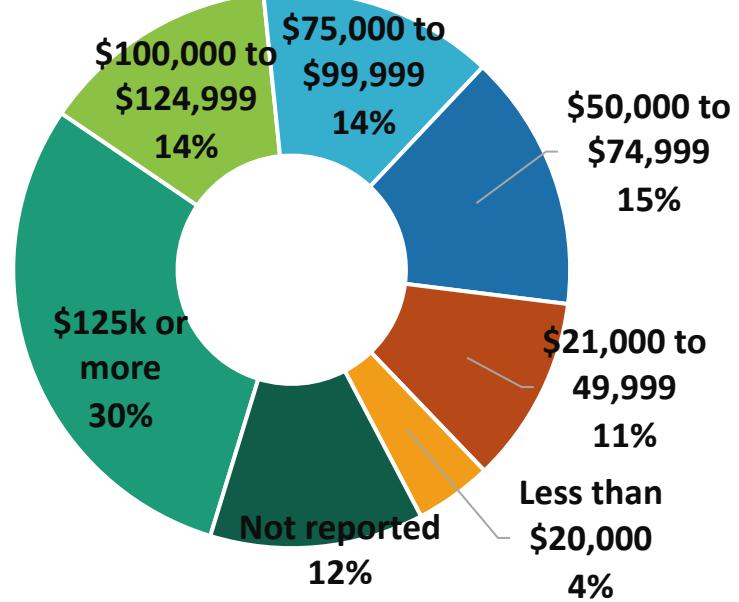
### Age



### Gender

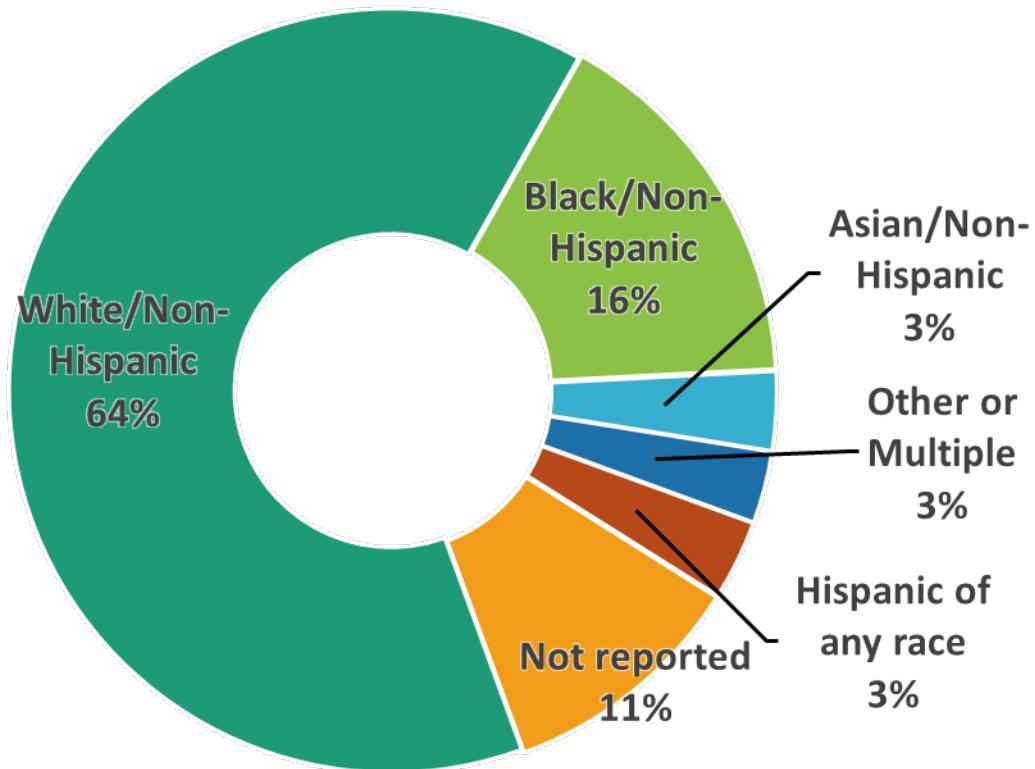


### Annual Household Income



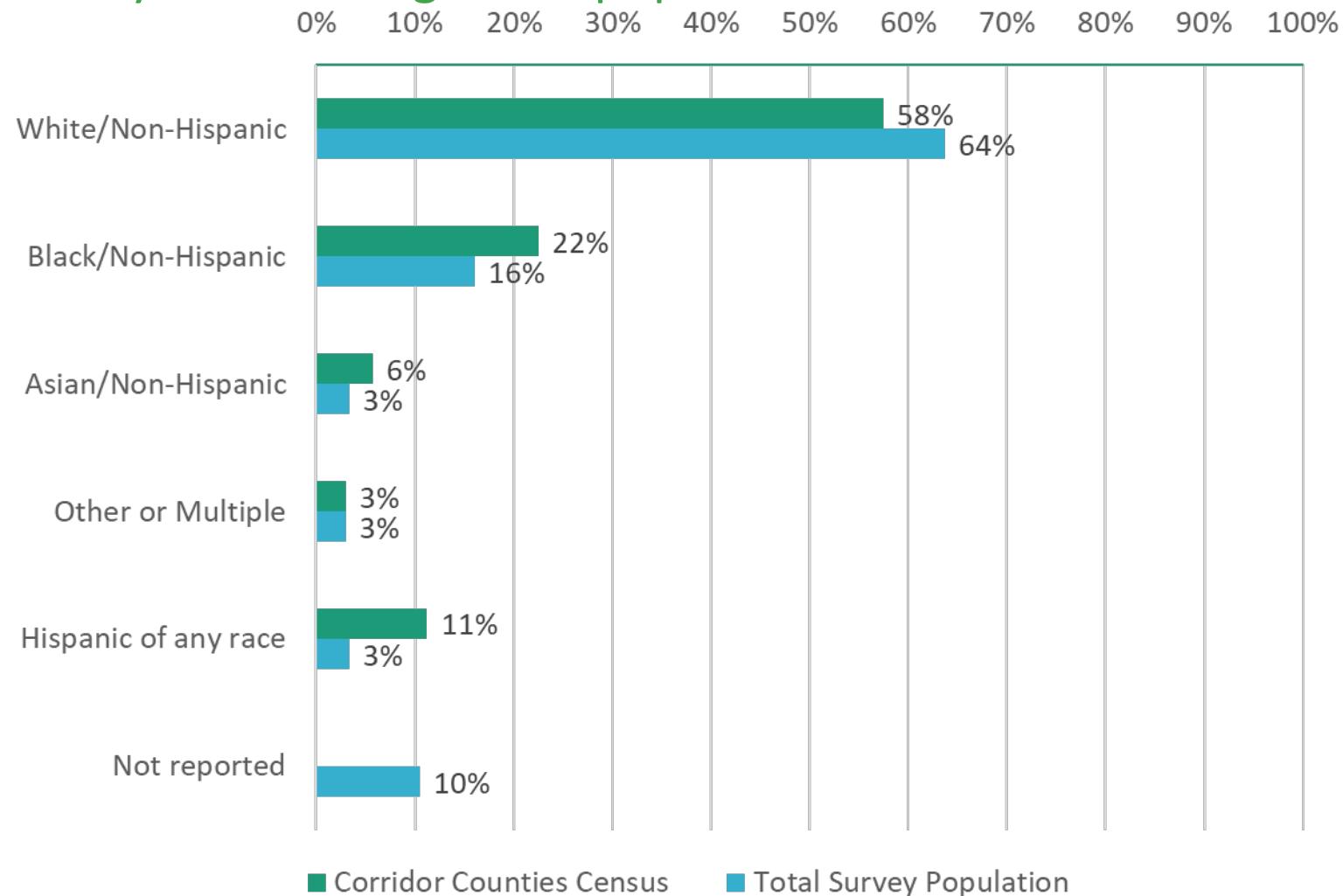
# All Survey Participants: Race & Ethnicity

|                      |      |
|----------------------|------|
| 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 |



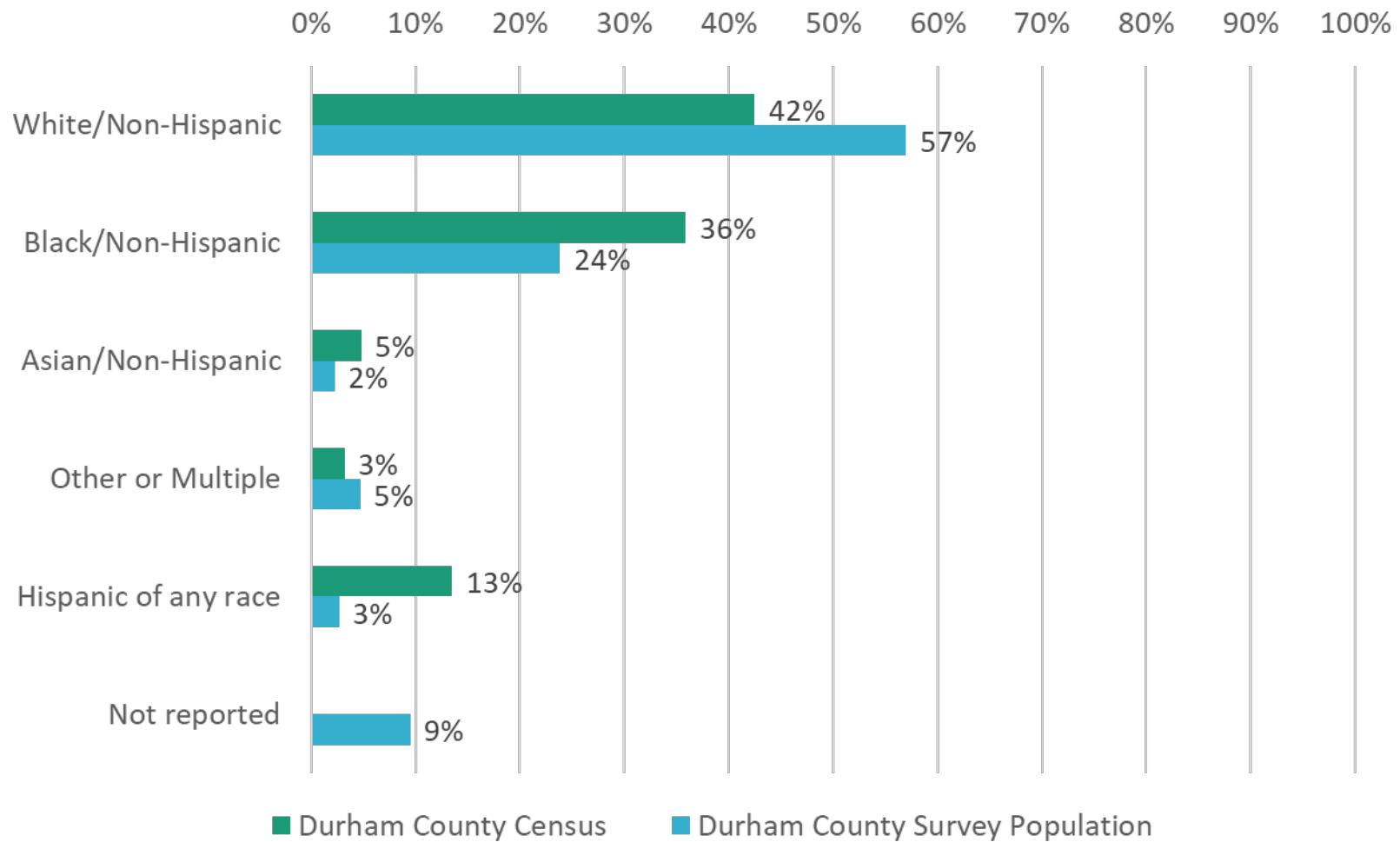
# Corridor Counties and Survey Participants

Did the survey mirror the general population?



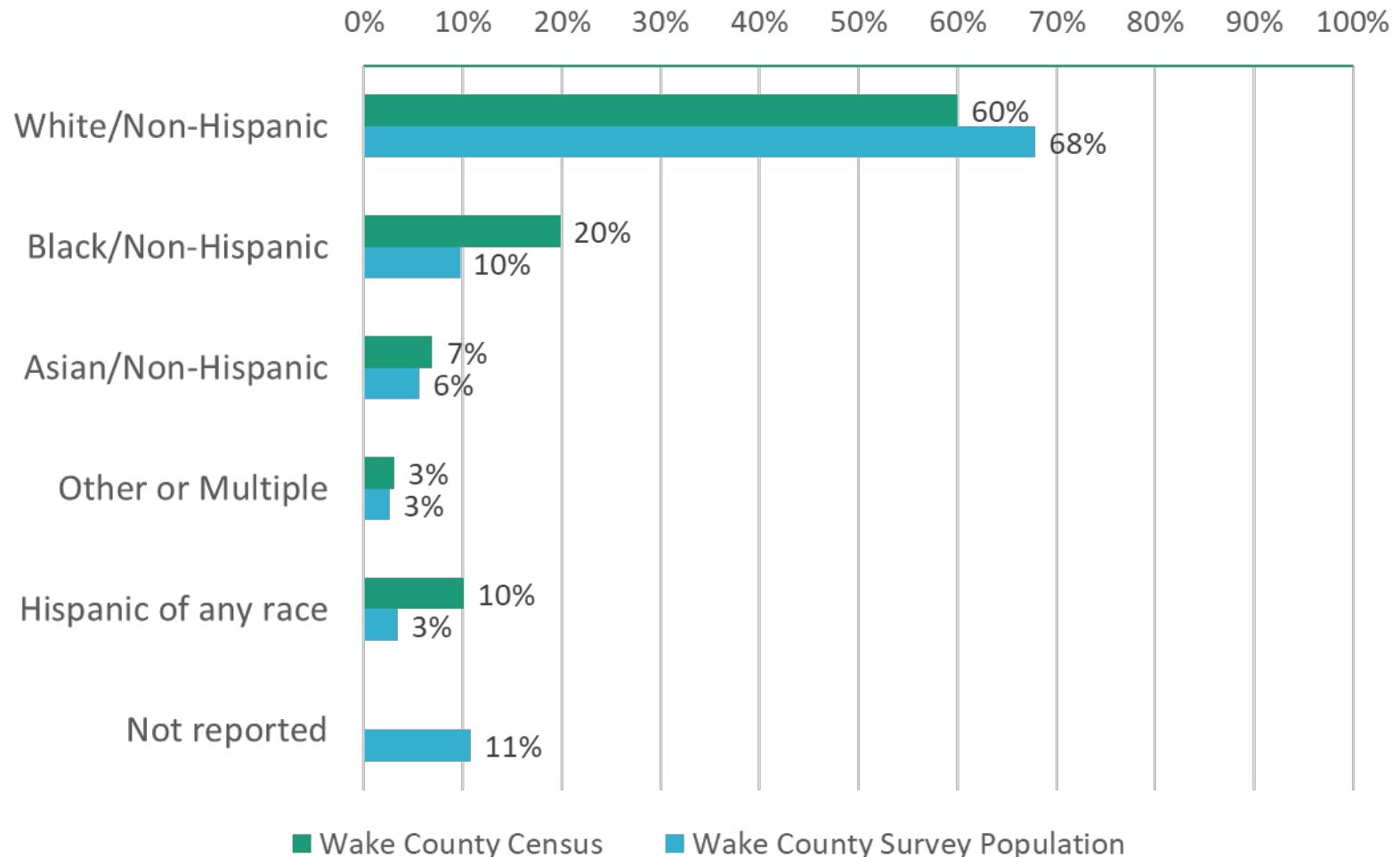
# Durham County and Durham Survey Participants

Did the survey mirror the general population in Durham County?



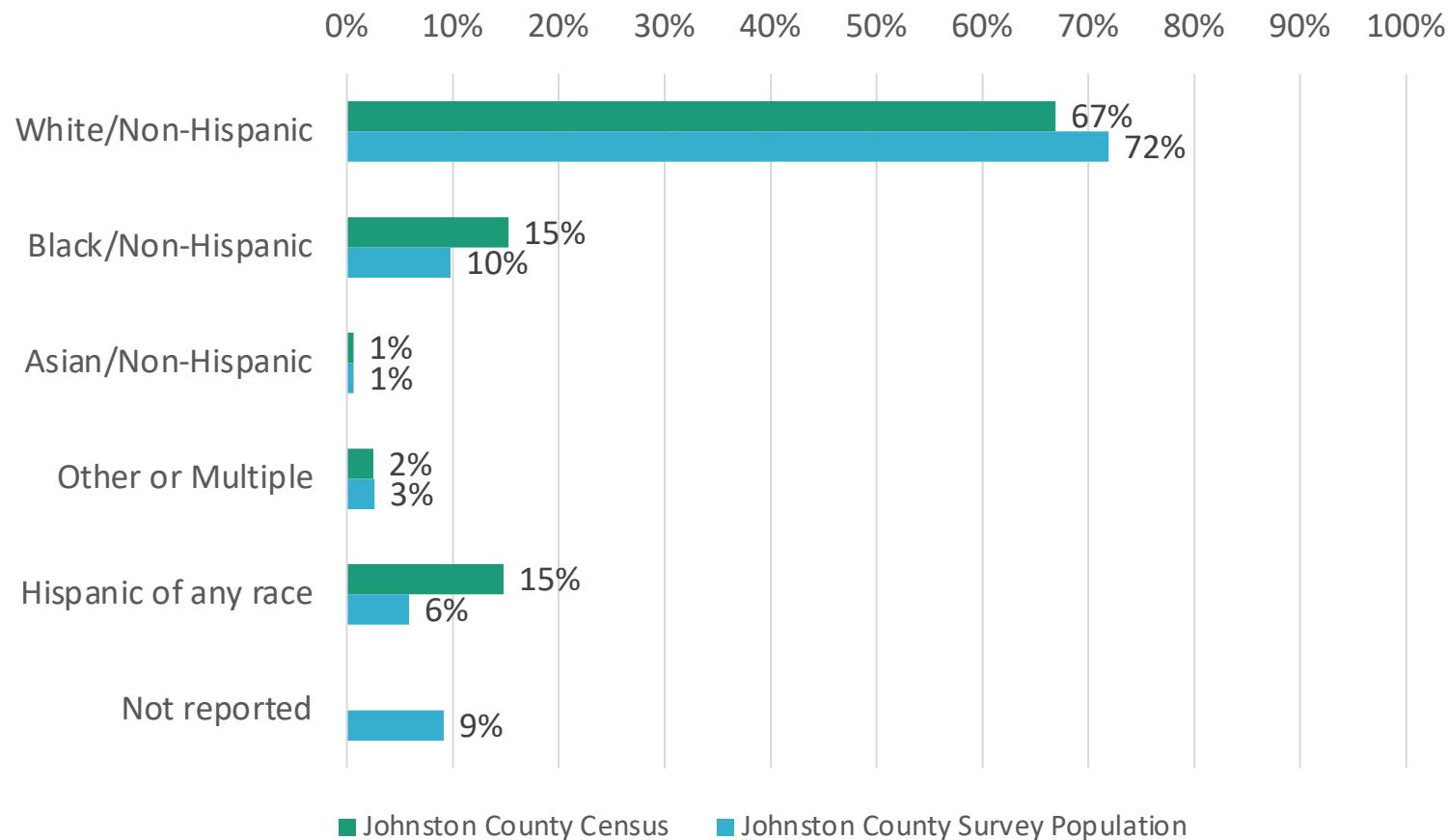
# Wake County and Wake Survey Participants

Did the survey mirror the general population in Wake County?

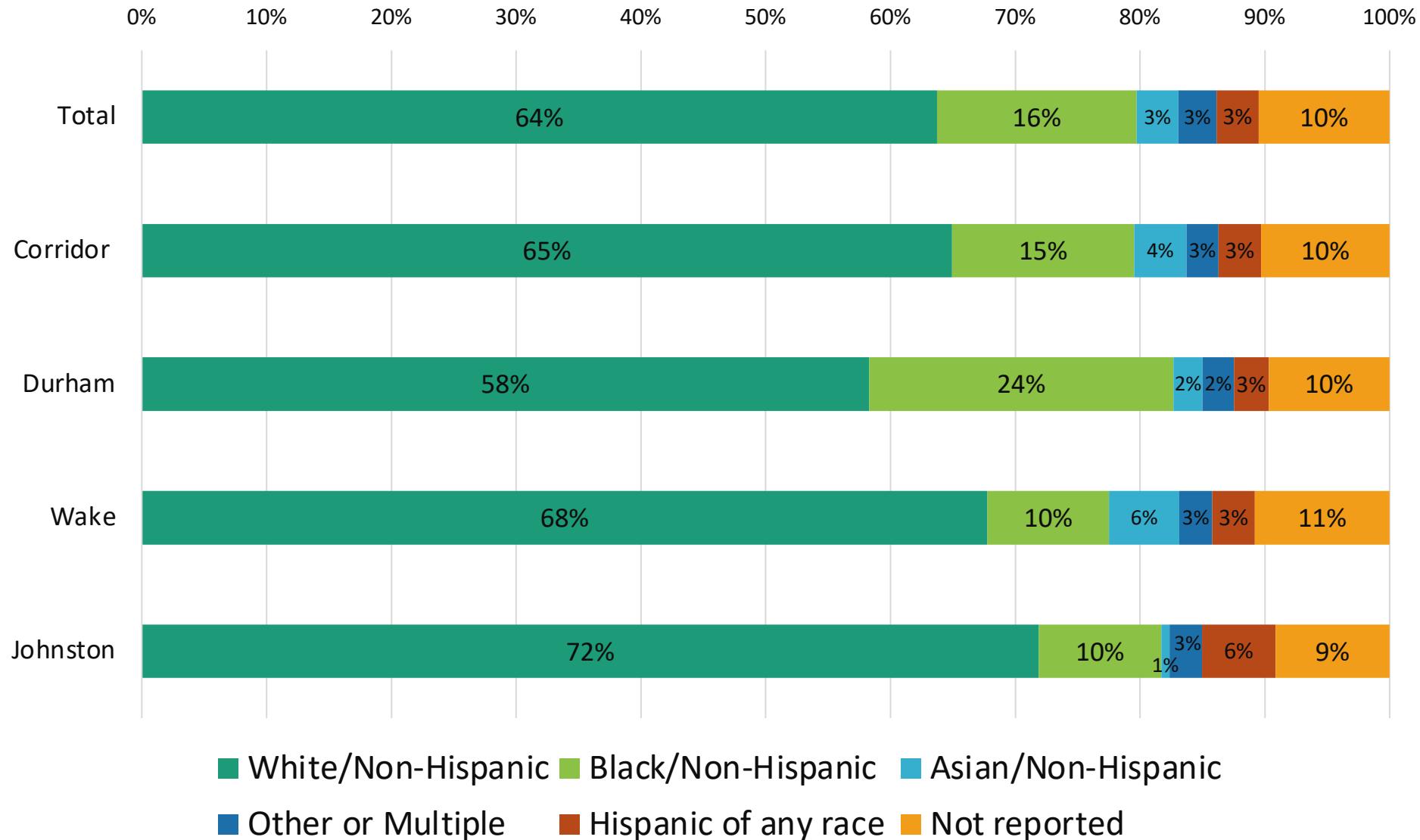


# Johnston County and Johnston Survey Participants

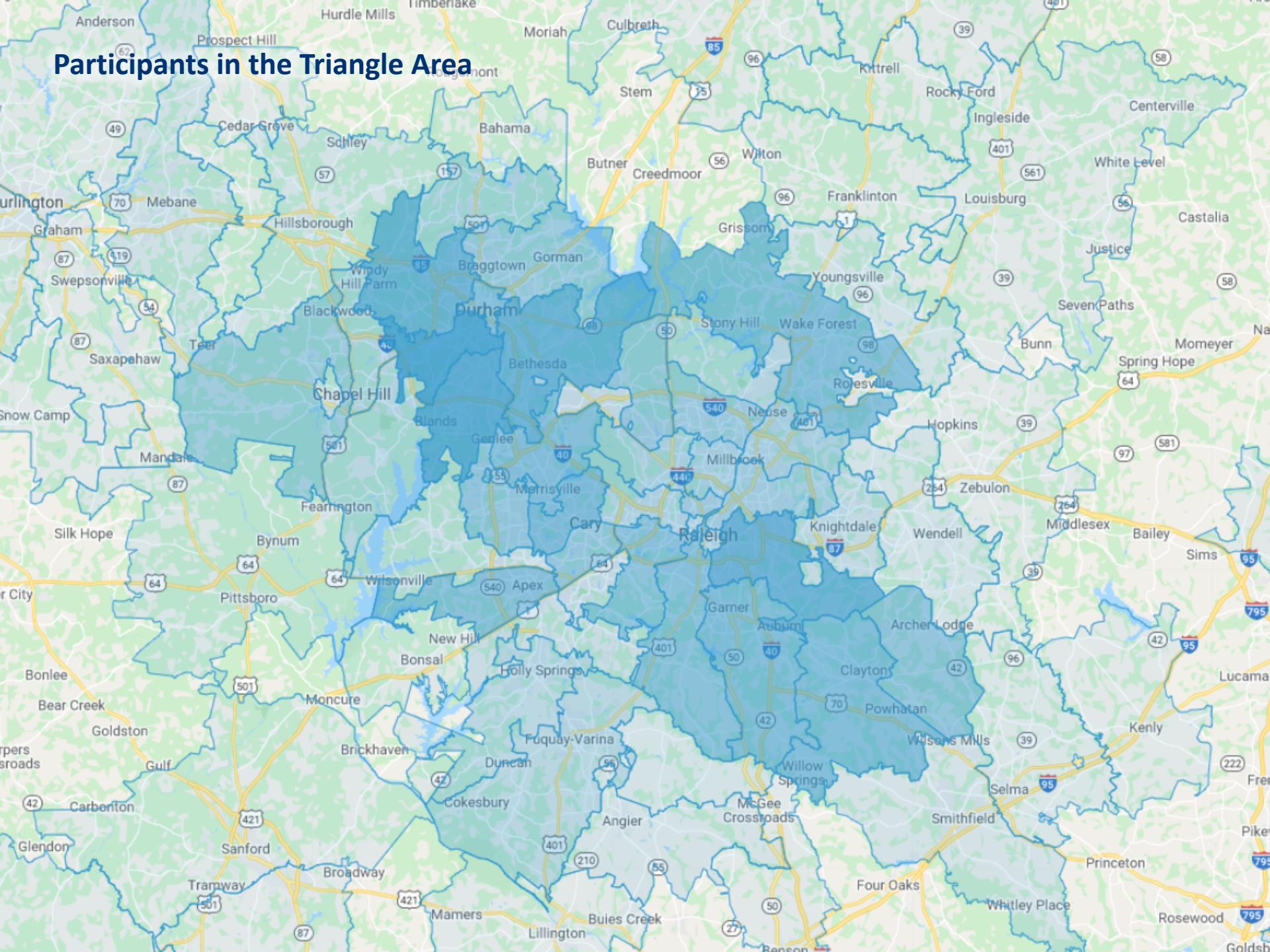
Did the survey mirror the general population in Johnston County?



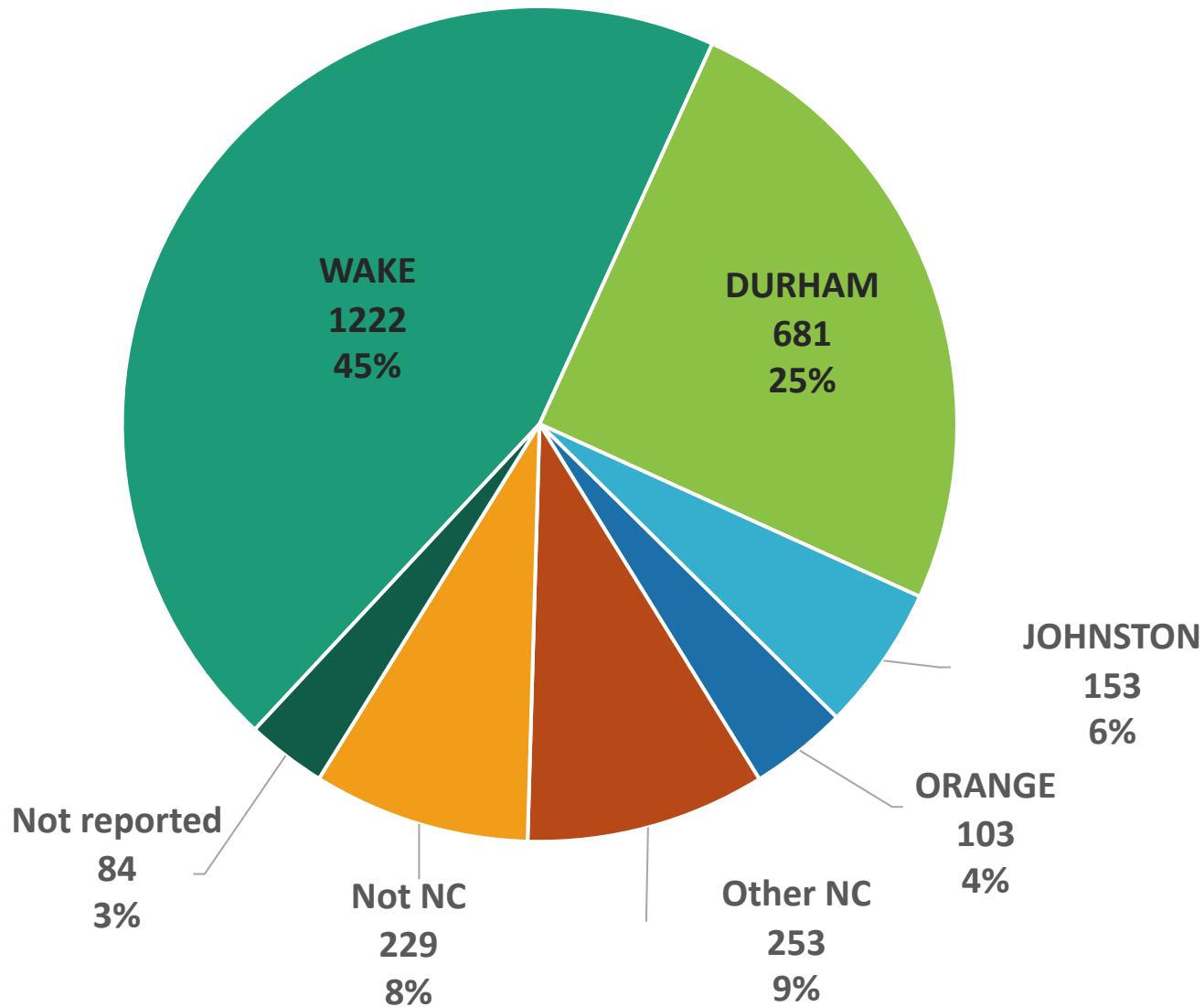
# Survey Participant Demographics: Race & Hispanic Origin



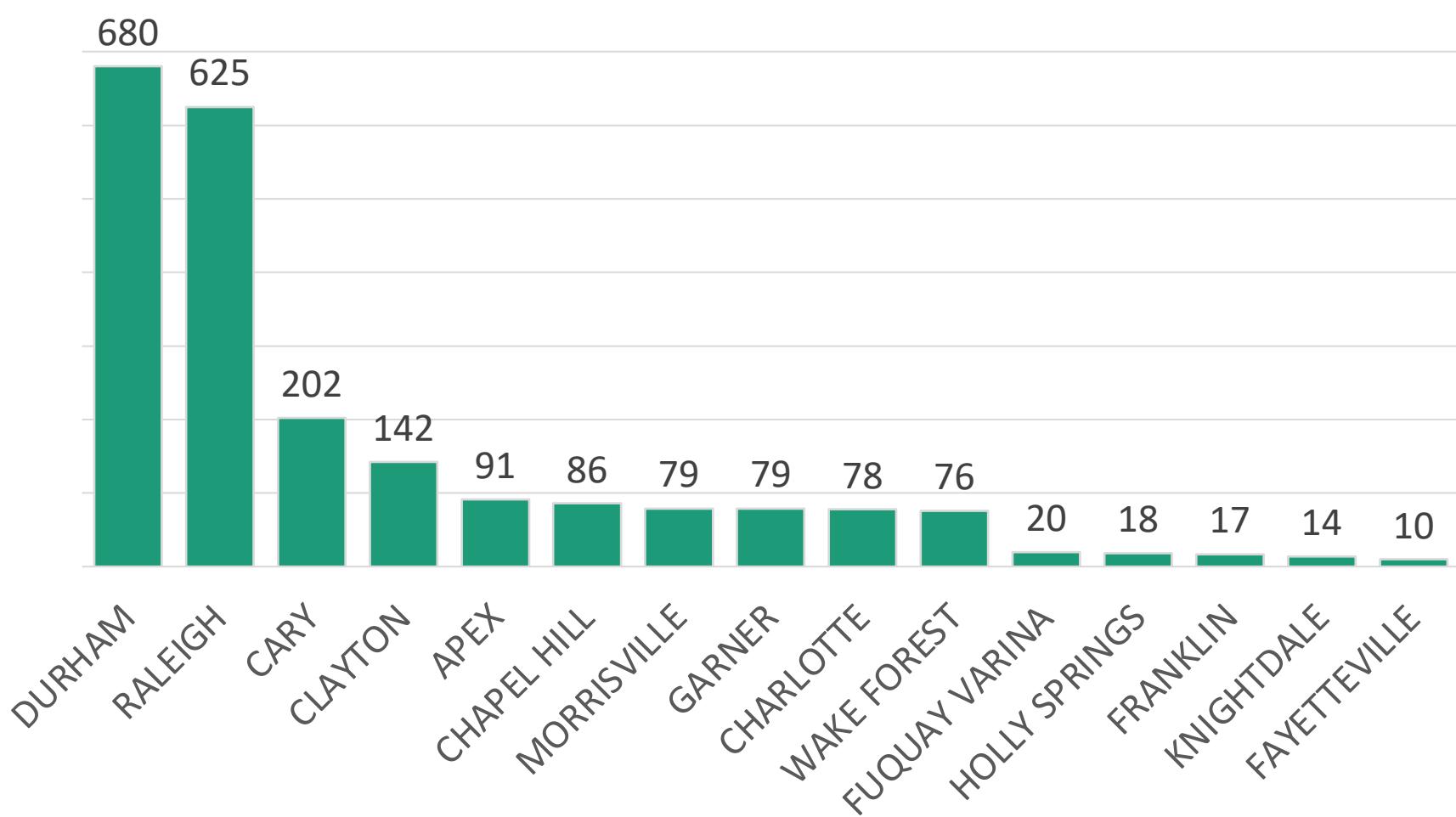
## Participants in the Triangle Area



# 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

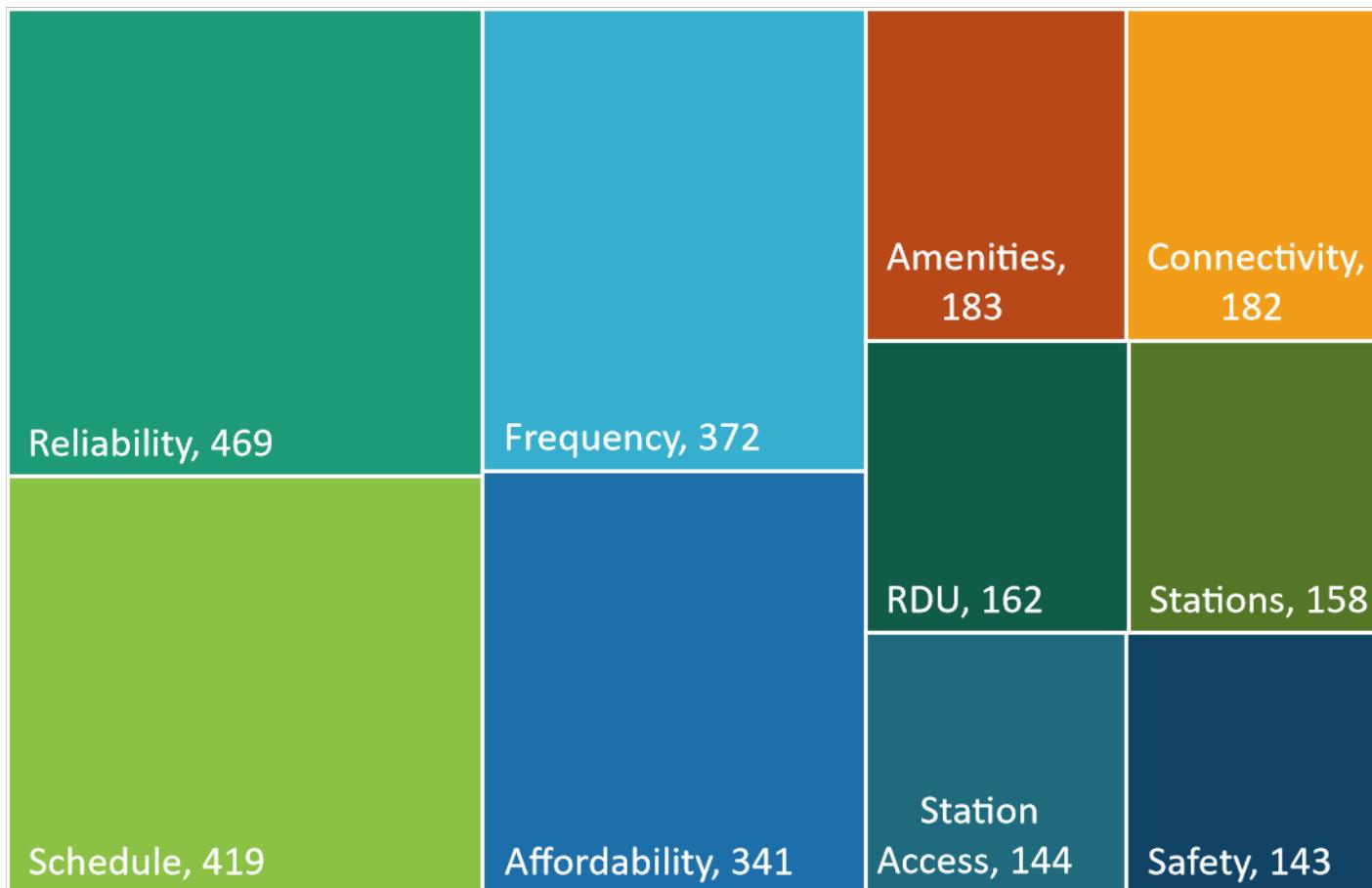
## Concerns

- 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

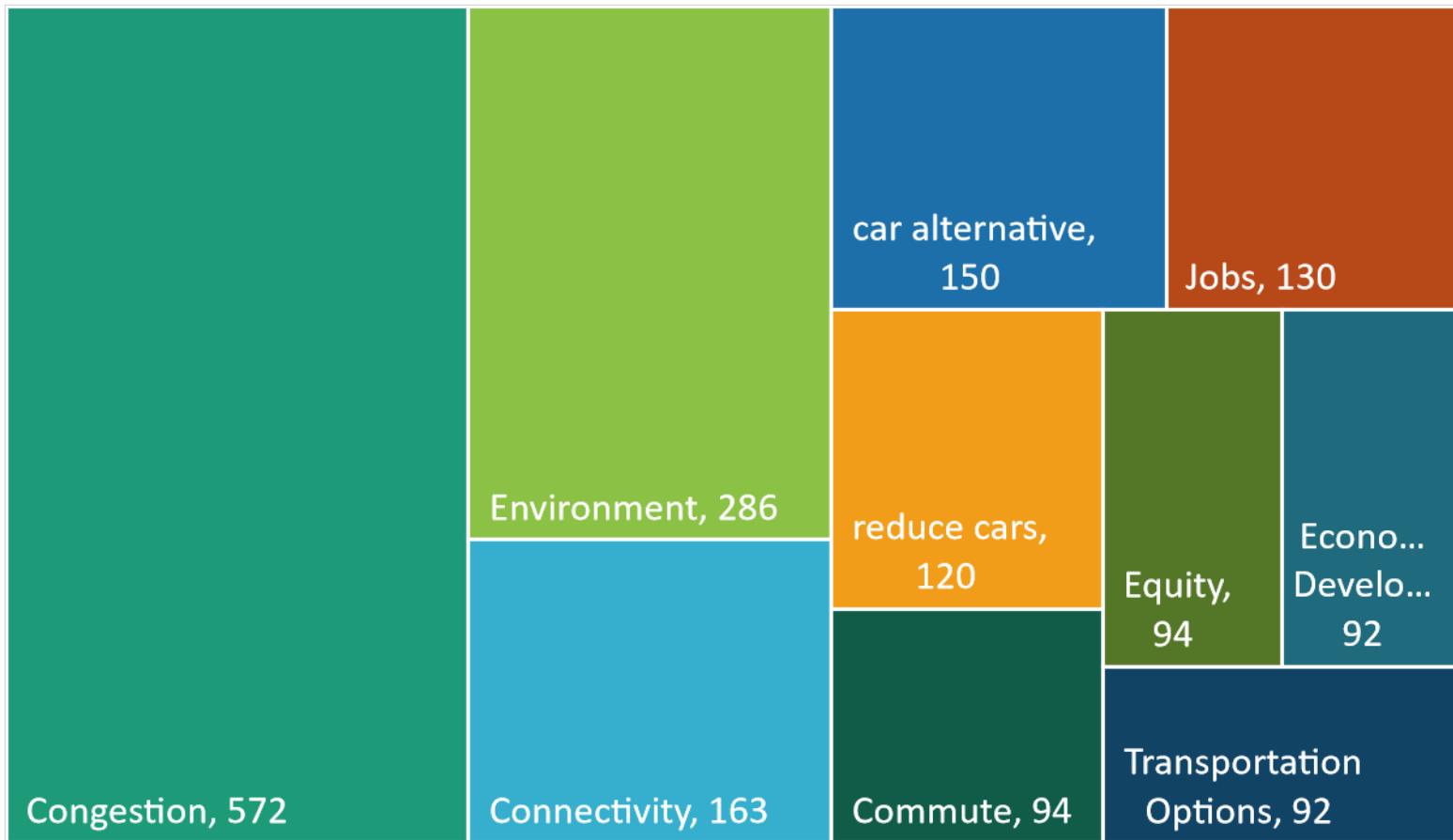
1. What would you like in a commuter rail train that connects Durham and Wake counties?
2. What do you see the commuter rail train doing for your community?
3. At the end of this study, local leaders will decide whether to move forward with the proposed commuter rail train. What else should they be considering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

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



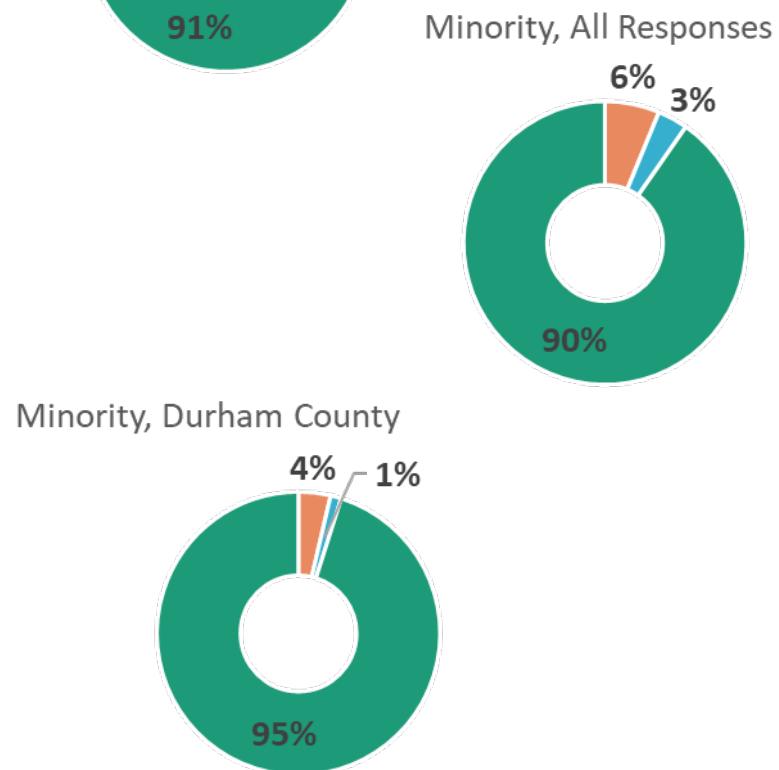
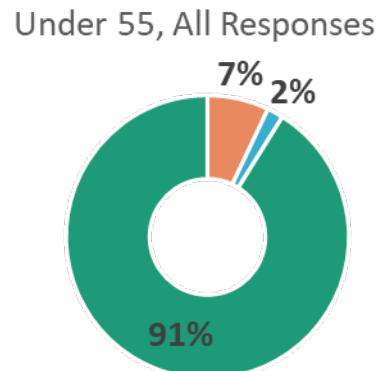
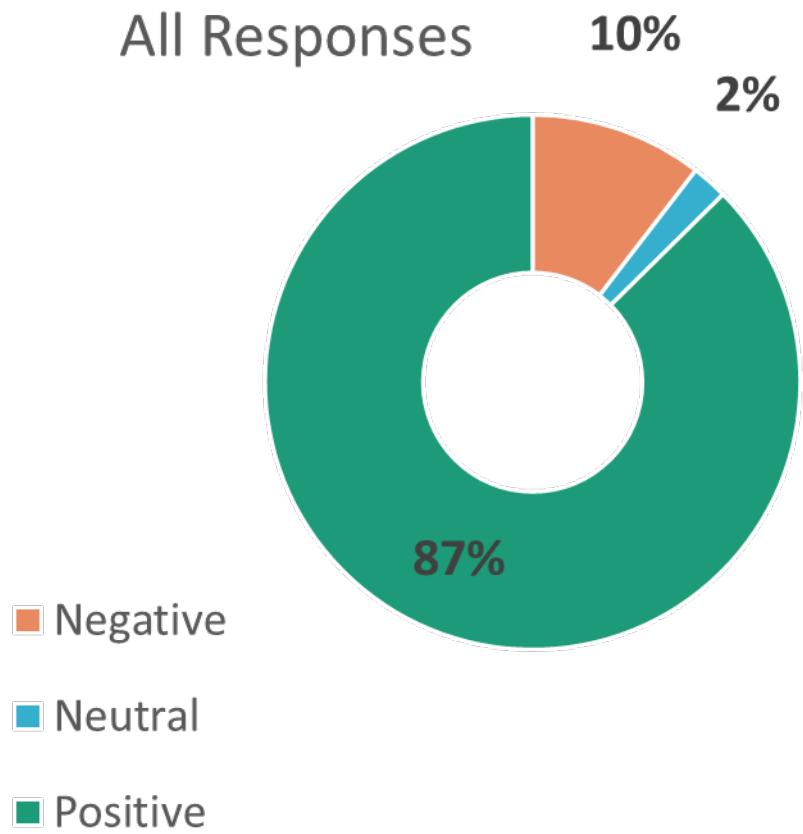
*“Frequency, reliability, accessibility, and affordability”*

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

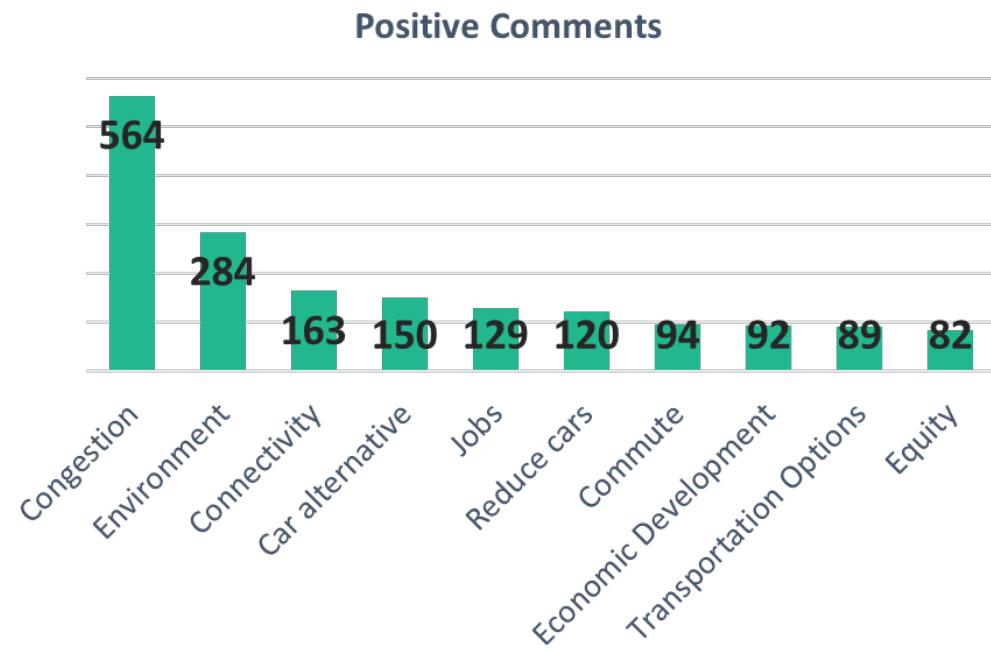
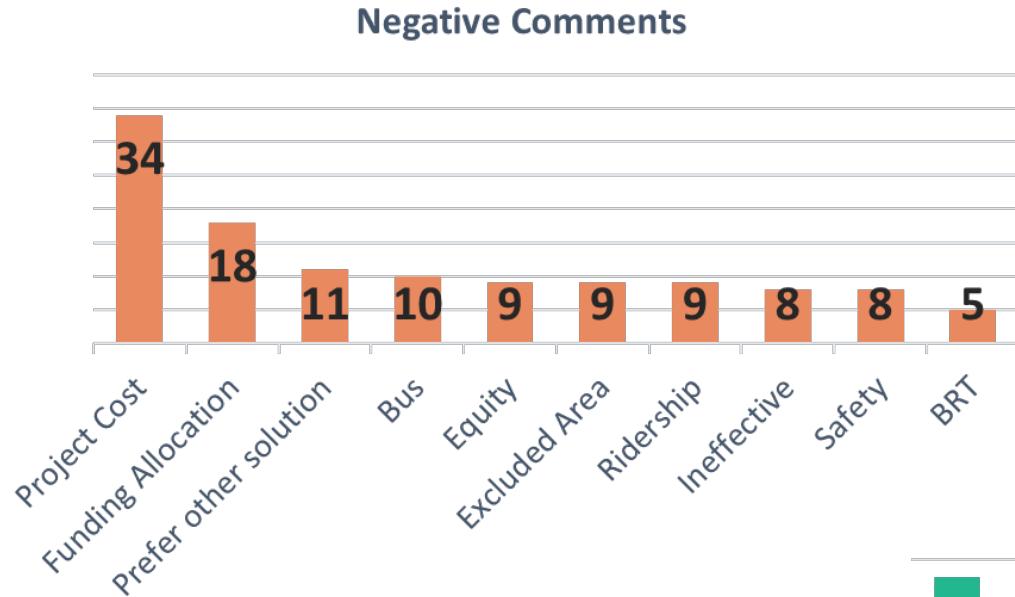


*“Easing congestion and pollution. Providing opportunities for all people to travel without a car. Be able to go to downtown Raleigh without dealing with parking.”*

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



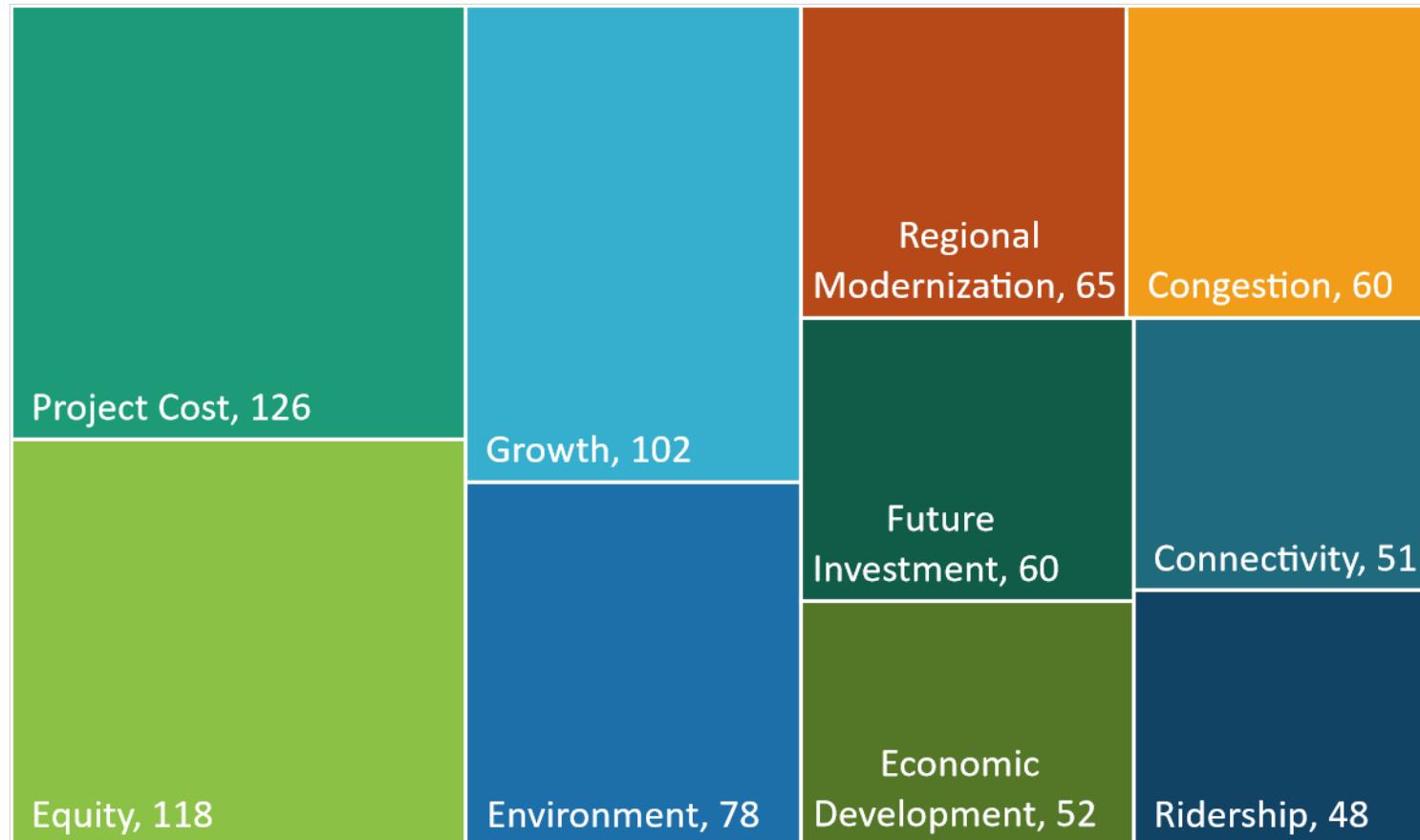
## 2. What do you see the commuter rail train doing for your community? : Top Tags by Comment Sentiment



## 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