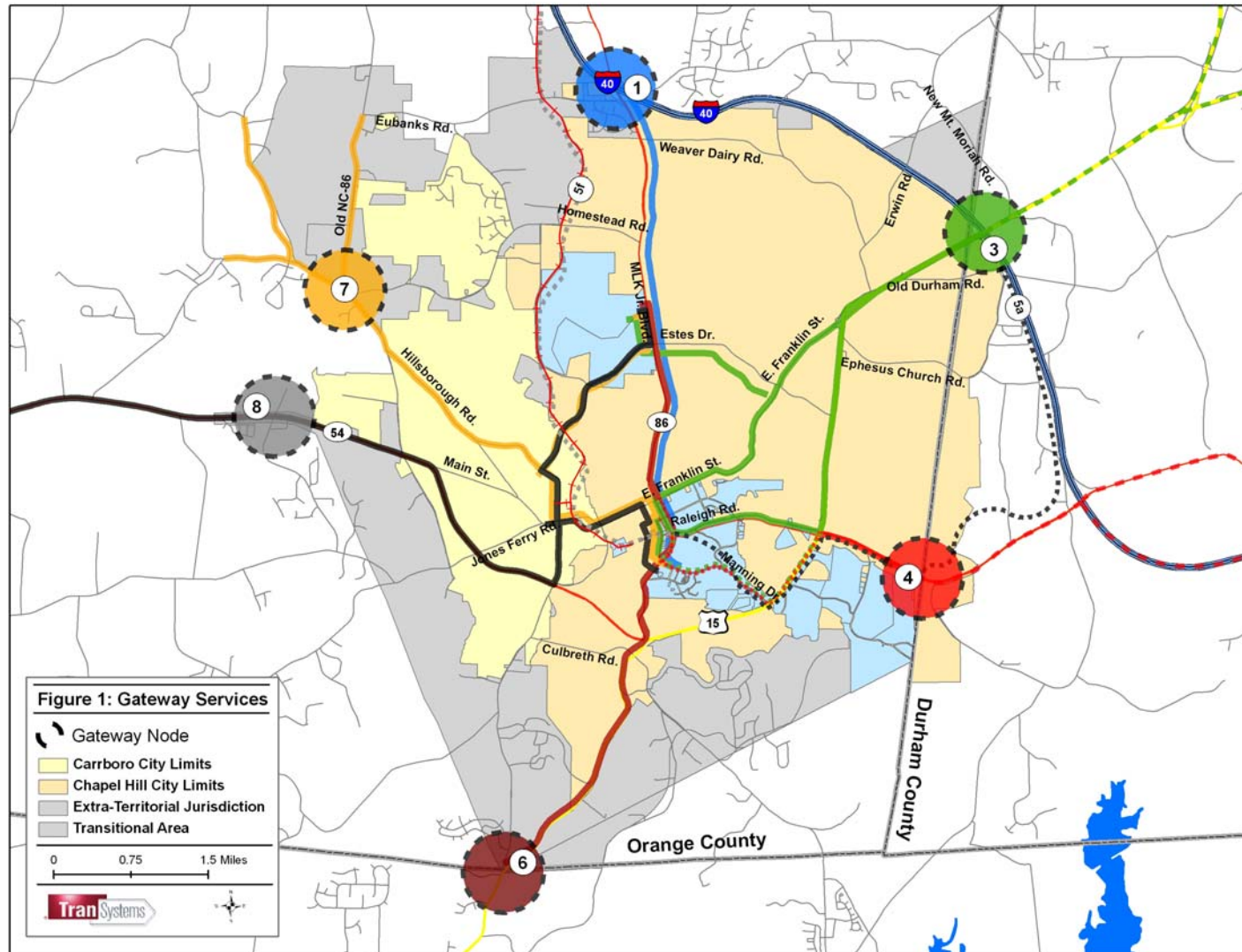


CHAPEL HILL LONG RANGE TRANSIT PLAN

The goal of the strategic long range plan is to propose the development of a more robust transit system for the Chapel Hill/Carrboro community that will successfully divert a significant share of travelers from automobiles to transit.

Recommended Gateway Transit System



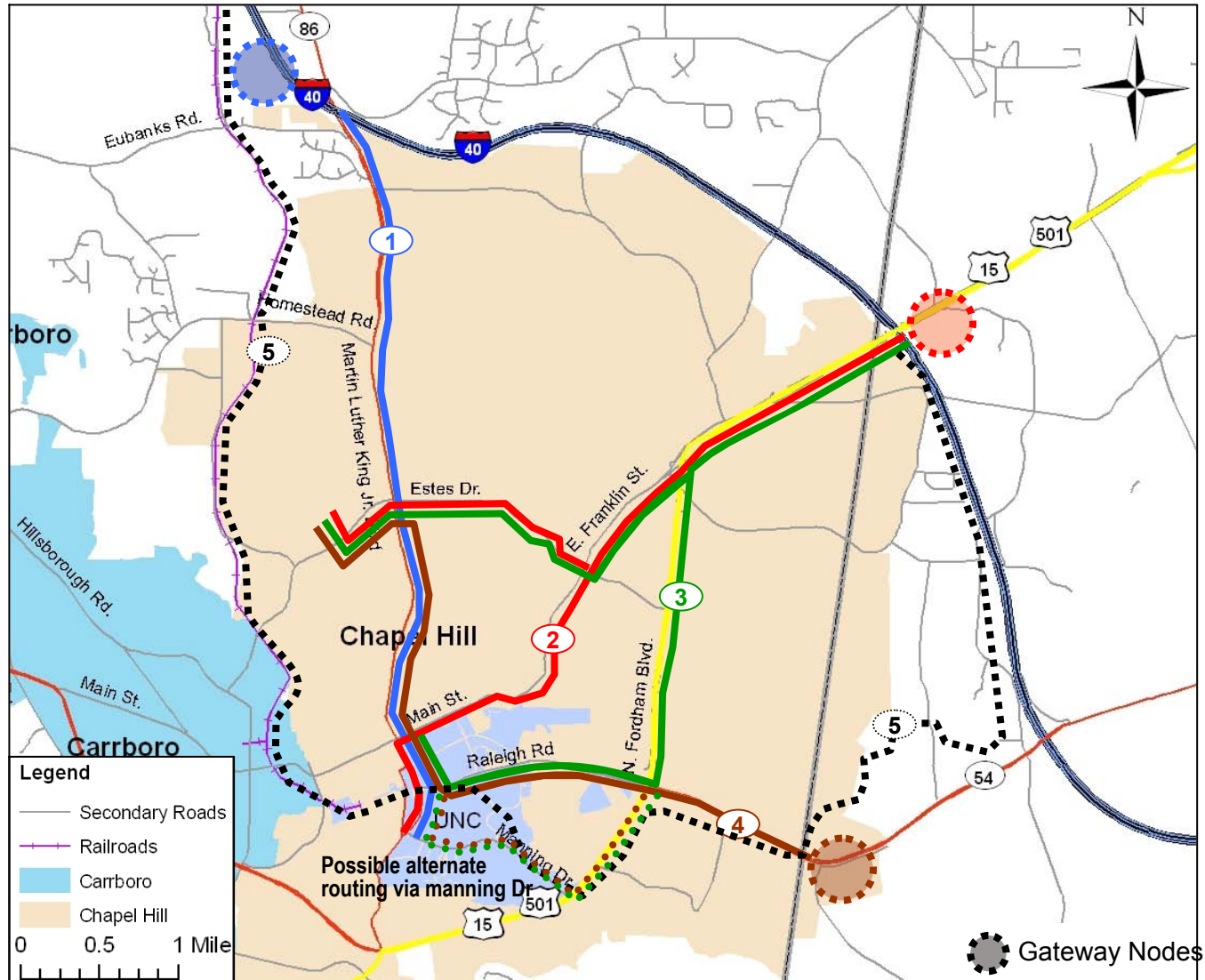
Corridor Definition

- Define corridors from service concept in greater detail
 - Analyze each as a “stand-alone” service
- Two types of Gateway Services in the overall service concept
 - High Investment Corridors (HIC) – consider fixed guideway and BRT in exclusive ROW
 - Enhanced Express Bus (EEB) – consider only rubber-tired technologies
- Services start in outlying areas at a Gateway node (i.e. Park-and-Ride) and end in the city center area
- Two primary trip attractors in the area
 - UNC/downtown
 - Carolina North development – test as key destination

Potential Technologies for Services

Characteristic	High Investment Corridors				
			Enhanced Express Bus		
	LRT	Streetcar	BRT busway	BRT arterial	Express Bus
Vehicle type and ROW	•Rail cars in exclusive ROW infrastructure	•Rail cars in arterial streets	•Buses in exclusive ROW facility	•Buses on exclusive lane in arterial street	•Limited-stop service in mixed traffic
Intersections with mixed traffic	•No	•Few	•Few	•Yes	•Yes
Infrastructure at stops	•Stations	•Enhanced shelters	•Stations	•Enhanced shelters	•Shelters
Payment and boarding	•Off-vehicle fare payment •At grade, multiple door boarding	•Off-vehicle fare payment •Multiple door boarding	•Off-vehicle fare payment •At grade multiple door boarding	•Off-vehicle fare payment •Multiple door boarding	•On-board payment •One-door boarding

High Investment Corridors (HIC) Gateway Services



Characteristics of HIC Gateway Services

- All services start at one of the three Gateway nodes
- Ten HIC Gateway Services developed
 - Various services may use the same main corridor but branch out at the end to serve either downtown/UNC or Carolina North
- Technology alternatives
 - LRT
 - Streetcar
 - BRT in busway
 - BRT in arterial exclusive lane

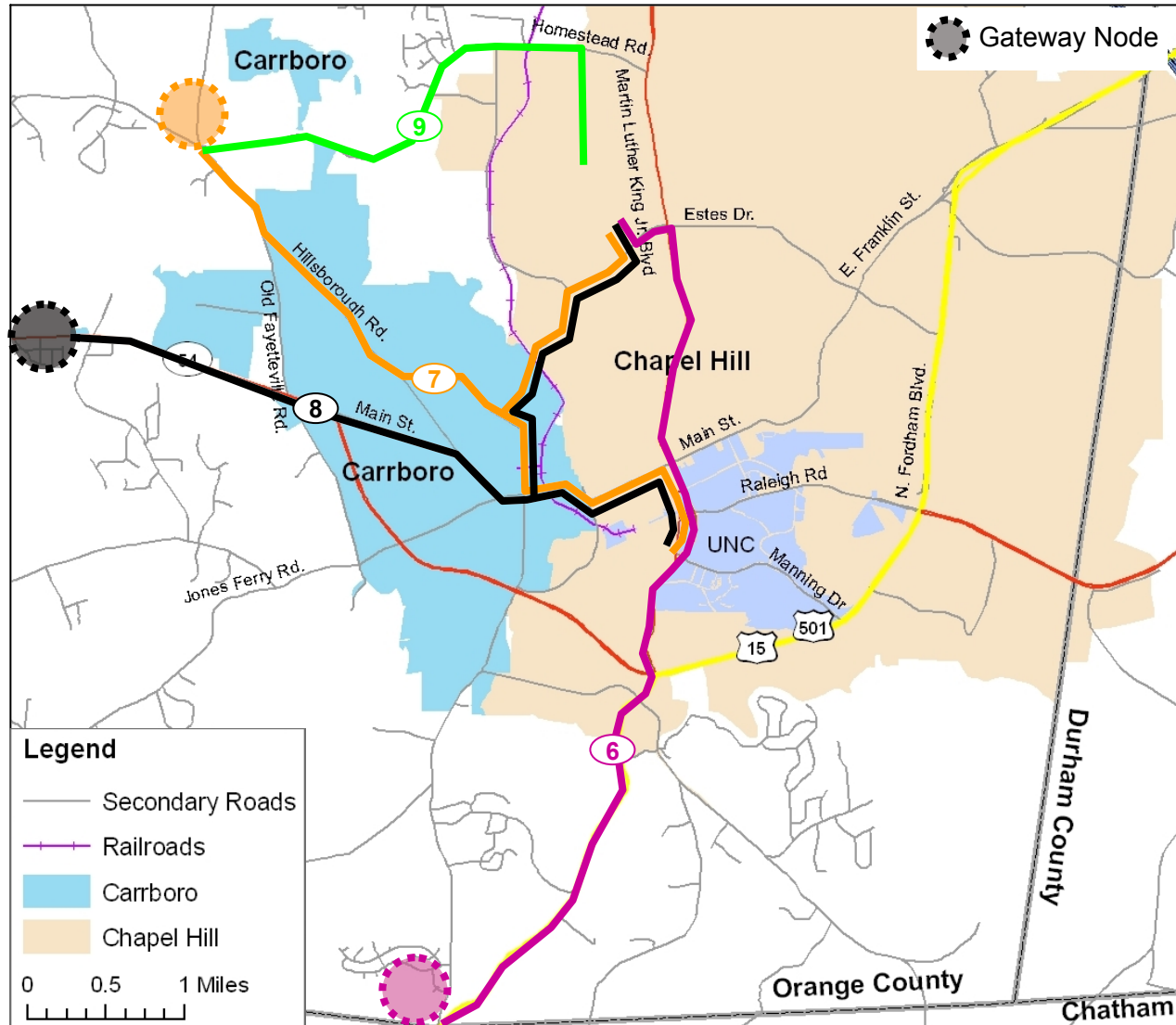
Market Size for HIC Services by Market Segments

Gateway Services	Estimated Market Size 2035*			
	PnR Market	Walk Market	Feeder Market	Total
1 – MLK Blvd	3,600	36,600	82,800	123,000
2A – US15/501, Franklin St	16,100	44,100	92,800	153,000
2B – US15/501, Franklin St, Estes Dr	16,700	48,300	99,700	164,700
3A – US15/501, Fordham Blvd	14,900	45,000	89,500	149,400
3B – US15/501, Fordham Blvd, Estes Dr	17,800	54,300	98,800	170,900
4A – NC 54 to downtown	8,500	31,500	69,400	109,400
4B – NC 54, MLK Blvd	9,200	42,900	75,200	127,300
5A – N-S rail parallel to MLK Blvd	1,800	6,800	31,200	39,800
5B – E-W rail	6,400	57,600	77,700	141,700
5C – 5A + 5B	8,700	77,500	102,900	189,100

* Includes auto and transit trips, does not include walk and bike

- PnR market
 - Services 2 and 3 (gateway node at US15/501 & I-40) have higher PnR potential than other services

Enhanced Express Bus (EEB) Corridors Gateway Services



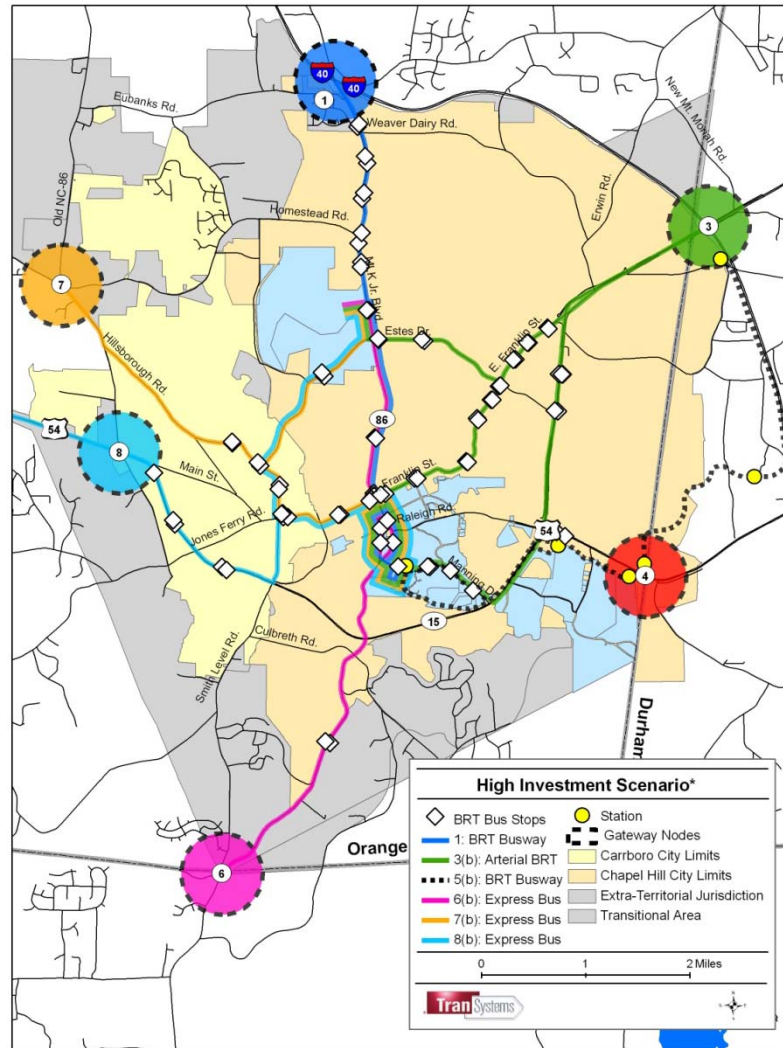
Market Size for EEB Services by Market Segments

Gateway Services	Estimated Market Size 2035*			
	PnR Market	Walk Market	Feeder Market	Total
6A – US 15/501, Columbia Rd	6,700	28,200	69,500	104,400
6B – US 15/501, Columbia Rd, MLK Bld	7,500	37,800	78,700	124,000
7A – Hillsborough Rd	3,600	36,900	78,700	119,200
7B – Hillsborough Rd and Estes Dr	3,800	37,100	80,000	120,900
8A – NC 54 to downtown	4,000	37,000	75,600	116,600
8B – NC 54 to downtown + Estes Dr	4,200	39,700	78,500	122,400
9 – Homestead Rd	500	470	4,200	5,170

* Includes auto and transit trips, does not include walk and bike

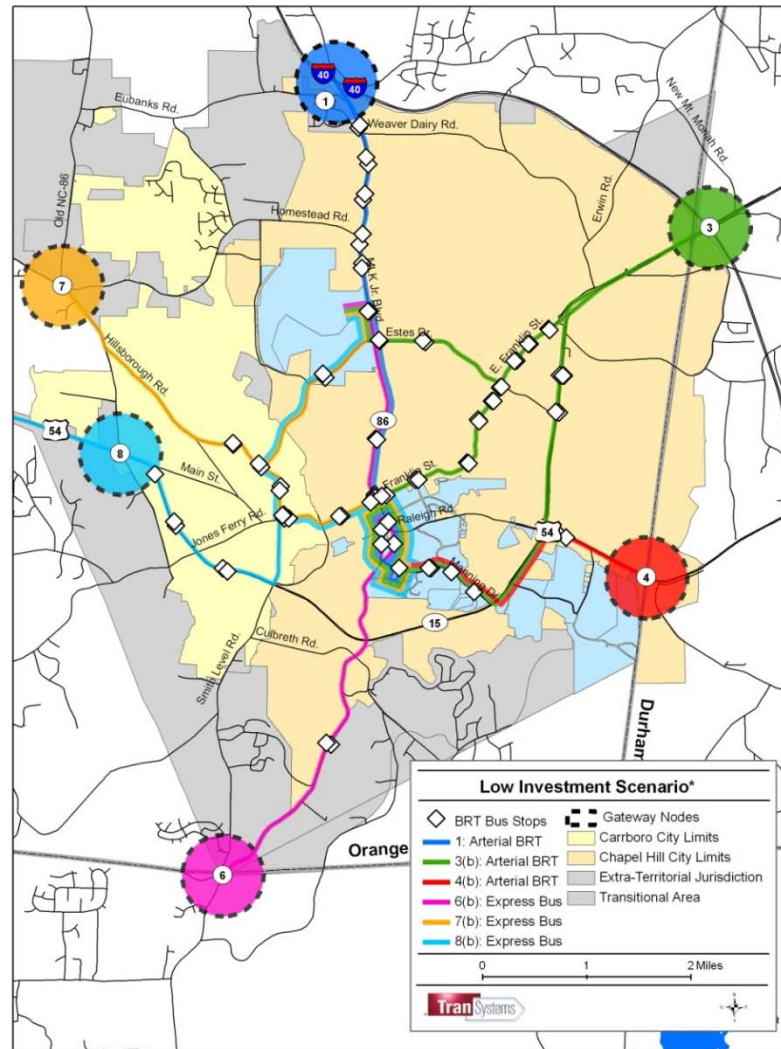
- PnR market
 - Service 6 (Gateway node at US15/501) has higher PnR potential than other services
 - PnR market low compared to Feeder and Walk Market

High Investment Scenario—Gateway Services



3 to 5 minute effective peak service; some branches of “3” has ten-minute service

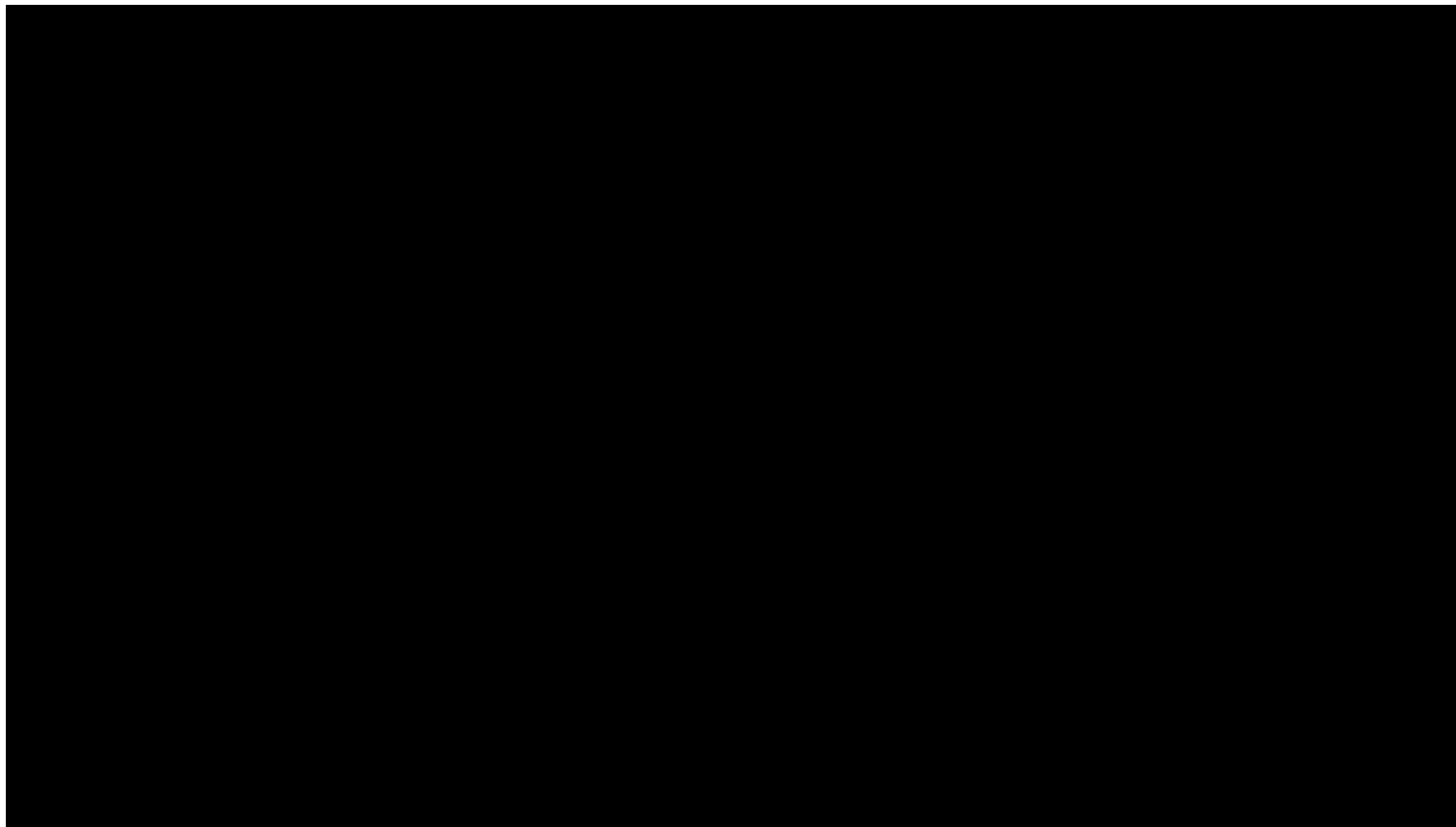
Low Investment Scenario—Gateway Services



3 to 5 minute effective peak service; some branches of “3” has ten-minute service

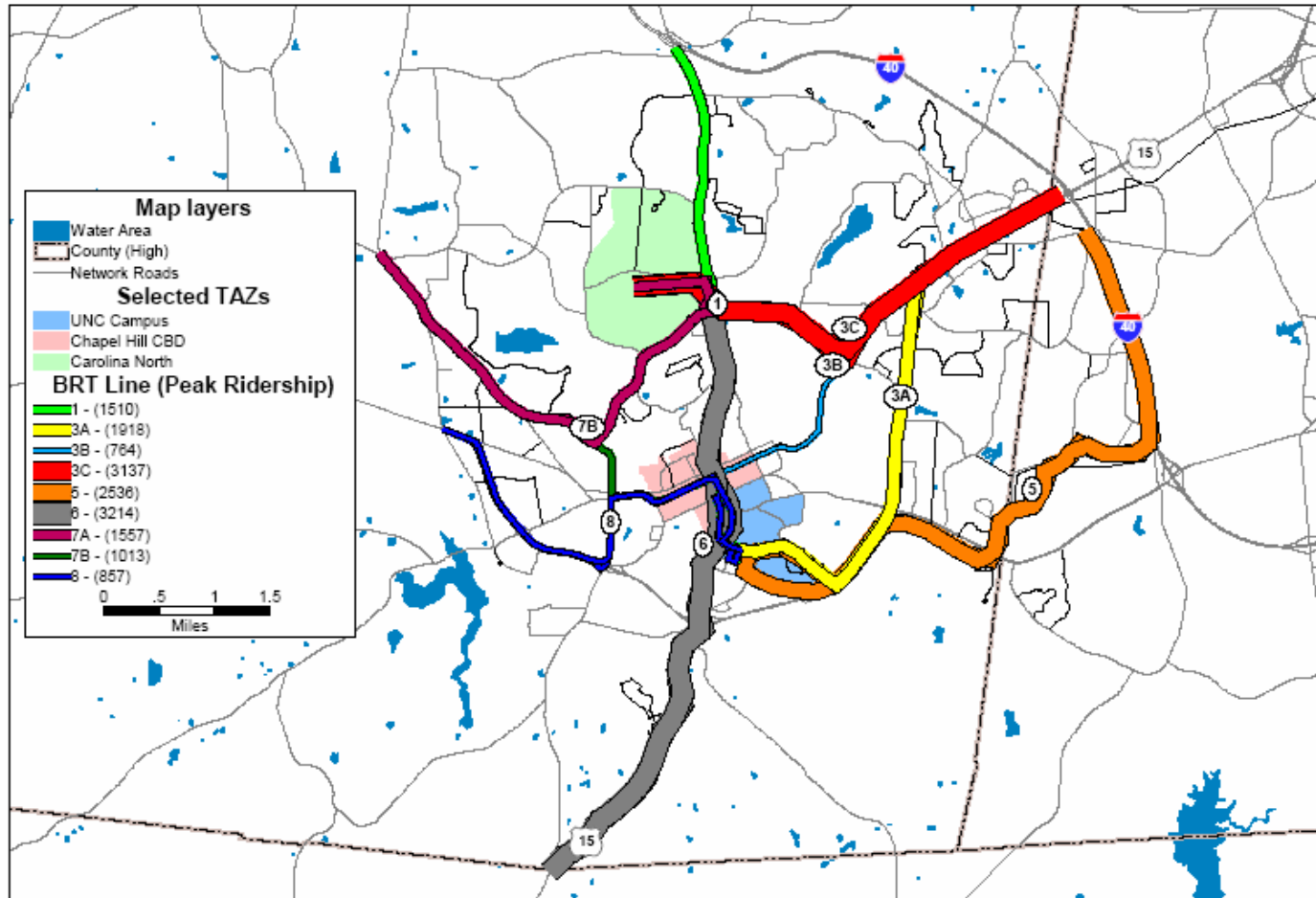
*Note: Local bus services to have 10 minute peak frequency, covering 87% of 2035 population

Selecting Corridors: Ridership



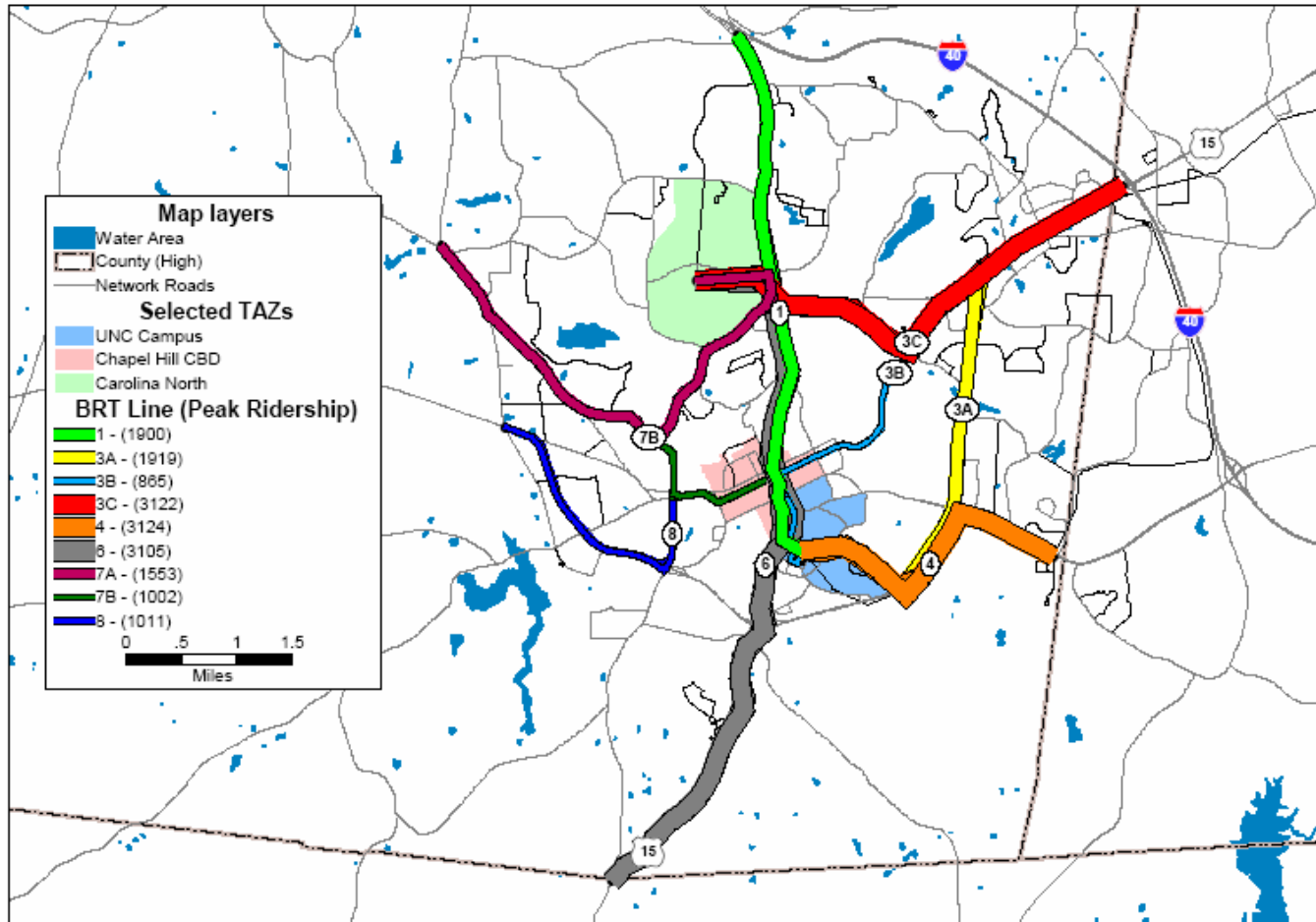
Peak Period Ridership by BRT Route

High Investment Scenario



Peak Period Ridership by BRT Route

Low Investment Scenario



Recommended System for Further Study

