

**ORANGE COUNTY**  
SHORT RANGE TRANSIT PLAN

# Phase 1 Engagement Summary

April 2024





# Table of Contents

	<b>Page</b>
<b>1 Phase 1 Overview.....</b>	<b>1</b>
Participation Demographics.....	1
Key Findings.....	2
Recommendations for Future Engagement.....	2
Tactics and Tools .....	3
Advertising Methods.....	4
<b>2 Engagement findings .....</b>	<b>5</b>
Pop Up Events.....	5
Polling Boards.....	6
Survey Summary .....	7
<b>Appendix A – Outreach Locations.....</b>	<b>12</b>
<b>Appendix B – Polling Board Comments .....</b>	<b>13</b>
<b>Appendix C – Engagement Materials .....</b>	<b>16</b>

# 1 PHASE 1 OVERVIEW

The Orange County Short Range Transit Plan (S RTP) will identify opportunities to improve transit services in Orange County, NC and create an implementation plan for 2025 to 2030. The first phase of engagement for the plan took place from March 4, 2024, to March 31, 2024. Target audiences included transit riders, Orange County residents, traditionally underserved communities (both riders and non-riders), and other community stakeholders. Traditionally, transit riders disproportionately include disadvantaged populations, including racial minorities, non-native English-speaking individuals, individuals with low incomes, and individuals with disabilities. Data shows that these individuals comprise a significant share of Orange County's population (see Table 1).

**Table 1 – Orange County Demographics**

	Total Population	White	Black/ African American	American Indian/ Alaska Native	Asian	Two or More Races	Hispanic/ Latino	LEP	Disabled	Annual Household Income Less than \$50,000
Orange County	146,354	75.2%	11.2%	0.5%	7.9%	3.6%	8.5%	5.1%	8.4%	30.4%

The project team developed tactics, tools, and outreach methods designed to include these groups given the importance of their input. Specific goals of this engagement phase included obtaining feedback on desired areas of improved transit, the types of service improvements throughout Orange County, and identifying desired travel times throughout the day.

## PARTICIPATION DEMOGRAPHICS

The survey included optional questions about participants' demographic backgrounds. These questions had response rates ranging from 80 percent (zip code) to 86 percent (age). Overall,

- 76 percent of participants identified as white
- 68 percent were women
- 71 percent were 45 or older
- 41 percent had annual household incomes of \$75,000 or more
- 12 percent reported having a disability
- 91 percent speak English very well
- 58 percent of participants lived in the 27278 or 27516 zip codes
- 37 percent have access to one car, and 57 percent have access to more than one car.

## KEY FINDINGS

Participants desire improvements in transit services, including reliability, frequency, extended coverage, on-demand options, and accessible information such as real-time tracking apps. Additionally, they emphasized the importance of improving access to public transit through facilities like park and ride facilities, bike lanes, and pedestrian infrastructure.

Among participants without access to a car and those with disabilities, 60 percent expressed the importance of on-demand transit services. For those with limited car access, over 60 percent mentioned the significance of easy access to accurate and clear transit service information. Seventy-three (73) percent of participants with disabilities also want easy access to transit service information. Additionally, 67 percent of participants with access to at least two cars were more likely to prioritize scheduled, fixed routes over other types of improvements.

## RECOMMENDATIONS FOR FUTURE ENGAGEMENT

When comparing Phase 1 survey participants' demographics to Orange County demographics, participants were generally representative of Orange County residents. Survey participants exceeded Orange County demographic percentages in the following categories: disability (12 percent compared to 8 percent in Orange County), gender identity (68 percent women compared to 52 percent in Orange County), age (46 percent aged 65 and older compared to 14 percent in Orange County), race (76 percent white compared to 75 percent in Orange County; 12 percent Black/African American compared to 11 percent in Orange County), zero car households (6 percent compared to 4 in Orange County) and limited English proficiency (8 percent compared to 5 percent in Orange County). However, participation fell short of reaching Orange County demographics in reaching some minority groups including those who identify as Asian (2 percent compared to 8 percent in Orange County and Hispanic/Latino (5 percent compared to over 8 percent in Orange County); as well as residents with annual household incomes under \$50,000 (24 percent compared to over 30 percent in Orange County).

While the engagement was successful in attracting a broad range of opinions and ideas from diverse audiences, there are some lessons learned from the demographic analysis and engagement process that include:

- Pop-up events at transit centers and bus stops help create awareness and collect input from transit riders from all targeted demographic backgrounds.
- Future engagement should consider more ways to reach residents with incomes below \$75,000 and those under 30 years of age, like incentivizing participation.

## TACTICS AND TOOLS

The following activities were conducted to engage and gather feedback from residents and stakeholders during Phase 1.

### Pop-Up Events

The project team held a series of six (6) pop-ups at bus shelters, community centers, and community events across Orange County between March 18, 2024, and March 23, 2024. These events provided transit riders and residents an opportunity to learn about the project and to provide feedback. Pop-ups were conducted at different times of the day at the following locations:

- Hillsborough Walmart
- Seymour Center
- Passmore Center
- Durham Tech OC Campus Park and Ride
- UNC Health Care Hillsborough Campus
- Downtown Mebane Eggstravaganza and Bunny Hop

Each event included an informational board showing existing transit service and a polling board to collect participant feedback. Paper surveys were provided to collect feedback from participants, which included a link to complete it online should the participant wish to take it later. All Information was made available in both English and Spanish. A list of pop-up events and their dates, locations, and times is included in Appendix A.

Near the end of the engagement phase, Orange County Transportation Services held an additional event at Cedar Grove Community Center where community members filled out paper surveys.

### Presentations

The project team also conducted presentations with community boards and commissions to introduce the project and collect feedback. Presentations were given to the following groups during their regularly scheduled meetings:

- Orange County Transportation Board Meeting
- Mebane Bicycle and Pedestrian Commission (BPAC) Meeting

### Polling Boards

Standalone polling boards featuring project details and simple questions were placed in transit shelters at six (6) key bus stops in Orange County. The aim was to engage transit riders directly and gather their feedback on the project at their convenience. Each board included a QR code and link to

the project website to encourage participants to take the online survey. A full list of polling board locations can be found in Appendix A.

## **Survey**

A short survey was developed to collect feedback on transit improvements and usage. The survey was distributed both online and in print form in English and Spanish to Orange County stakeholders and 13 community centers, libraries, and apartments. The survey was conducted from March 4 to March 31, 2024.

## **ADVERTISING METHODS**

The following communication methods were used to inform the public and encourage participation in Phase 1 engagement activities:

### **Project Website**

A website was developed to share information and materials about the Orange County SRTP project including project and plan overviews, phase 1 engagement activities, and link to the online survey.

### **Email Campaigns and Social Media**

The project team worked with plan partners to promote Phase 1 activities and engagement opportunities via email and social media. A media kit, including a digital flyer, social media graphics, newsletter copy, and email content was created in English and Spanish and shared with stakeholders and agency partners to distribute through their communication channels. The media kit was also distributed to 50 community organizations in Orange County.

## 2 ENGAGEMENT FINDINGS

A summary of attendees' comments received during the in-person Phase 1 engagement activities is provided below.

### POP UP EVENTS

At each in-person pop-up event, attendees were encouraged to share their thoughts using sticky notes on a polling board or provide written feedback by completing a paper survey. A total of 105 responses were collected via the polling boards. For more details on the total number of stickers received for each question and response option, please see Appendix B. Below is a summary of comments received.

#### **Question 1: Where would you like to see better transit services? (42 total stickers)**

Residents expressed their desire for enhanced transit services, especially to Hillsborough and Cedar Grove. They would like improved transportation options to key destinations such as Eubanks Park and Ride and the new Aldi store. They mentioned easier connectivity between Hillsborough and Chapel Hill, particularly to get to Orange County Hospital and events at Passmore and Seymour. In addition to this, better transit services between Downtown Raleigh, Chapel Hill, and Durham, with a specific request for stops at the Zen Center along Highway 86.

Residents also would like to see infrastructure improvements, including more sidewalks for pedestrians along U.S. 70 and expanded bike lanes, particularly to accommodate mountain bikes. There were suggestions for the addition of extra lanes for cars in downtown Mebane. Improved communication regarding buses and real-time updates was also mentioned.

It was suggested that the project team should communicate with the Orange County Reentry Council to discuss enhancing transit accessibility to job opportunities, especially those in the industrial sector with varying shift times. Additionally, residents have expressed interest in a Mebane circulator to foster better connections between Hillsborough and Mebane, coupled with the installation of bike racks on any new transit services within Mebane.

#### **Question 2: What type of transit service improvements would you like to see in Orange County? (34 total stickers)**

In response to improving transit services in Orange County, various suggestions were made to meet the community's needs and enhance accessibility. One suggestion was to increase the frequency of transit services and offer better on-demand options, preferably through user-friendly apps. Additionally, residents want easier access to transit information with recommendations such as organizing travel training events at senior centers and providing clearer directions on buses. Installing real-time information signs was also mentioned.

Affordability was a significant concern, with requests for making transit more affordable or even free for riders. There was a strong emphasis to include smaller communities in Mebane like West End, East End, Buckhorn, Perry Hill, and White Level in transit planning discussions, as these areas tend to be often overlooked.

Lastly, a suggestion was made to add train stops in Mebane to increase connectivity.

### **Question 3: What times of day are most important to you for travel? (29 total stickers)**

When considering the most important times for travel, residents mentioned the midday hours on weekdays, particularly from 11 AM to 2 PM. They mentioned the importance of having reliable transportation options during these hours to meet diverse travel needs. To increase transit usage, there was a suggestion to make transit more affordable or even free.

## **POLLING BOARDS**

Transit riders were given the opportunity to share their thoughts on three questions by placing colored dot stickers on unstaffed polling boards placed in transit shelters. A total of 92 responses were collected. Below is a summary of comments received.

### **Question 1: Where would you like to see better transit services? (28 total stickers)**

In response to where riders would like to see better service, Cone Health transit riders are seeking improved services within Mebane and enhanced connectivity between Hillsborough and Mebane. Additionally, there is a desire for improved connectivity between Hillsborough and Chapel Hill/Carrboro, as well as routes from unincorporated Orange County into Mebane.

UNC Hospital transit riders expressed interest in connectivity between Hillsborough and Chapel/Carrboro, as well as connections between Hillsborough and Durham.

Durham Tech transit riders also mentioned the importance of connecting Hillsborough and Chapel Hill/Carrboro.

Faucette Street transit riders prioritized connecting Hillsborough and Mebane, service from unincorporated Orange County into Durham, and better service within Hillsborough. Notably, none of the polling board responses mentioned the need to connect Orange County to other regional destinations.



## Question 2: What type of transit service improvements would you like to see in Orange County? (32 total stickers)

Transit riders across all locations would like increased scheduled bus service that follows a fixed route with designated stops. Riders mentioned the importance of shorter and more reliable wait times. Additionally, there were requests for enhancements to the comfort and amenities at bus stops.

## Question 3: What times of day are most important to you for travel? (32 total stickers)

Weekdays during peak commute times (7-9 AM and 4-6 PM) were mentioned as the most important travel times among all transit users. This was closely followed by weekdays before 7 AM, between 9 AM and 4 PM, and after 6 PM, as well as throughout the day on Saturdays and Sundays.

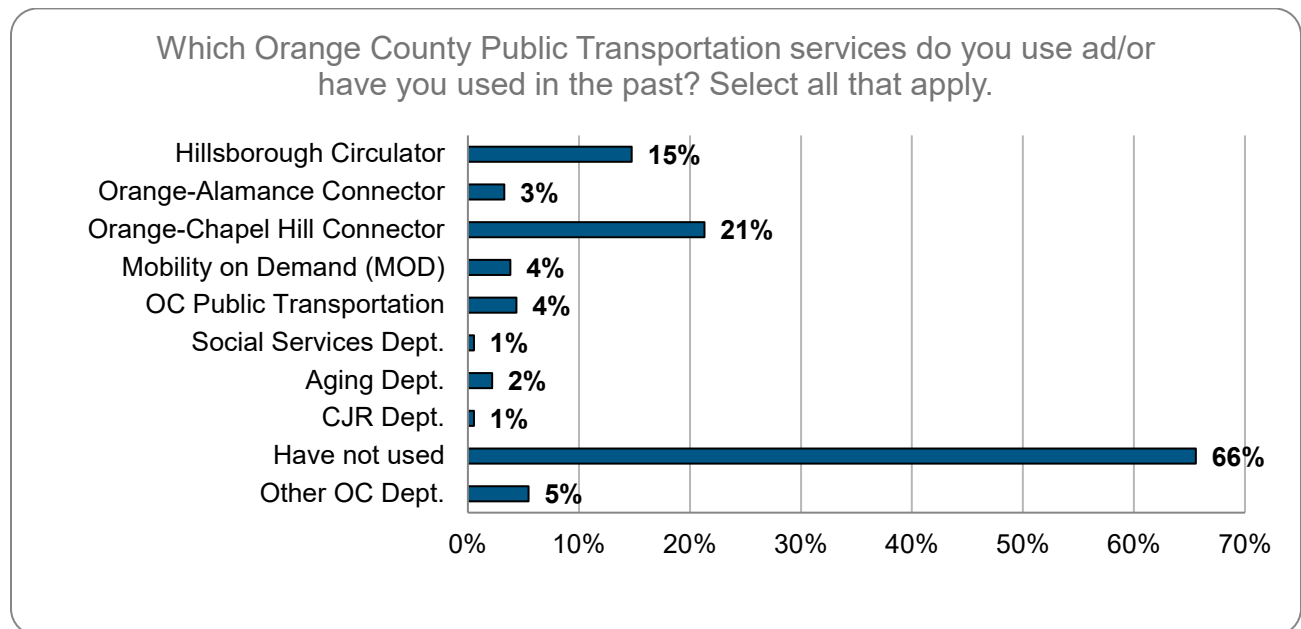
# SURVEY SUMMARY

A total of 191 participants completed the online or paper survey.

## Survey Results

### Participant Transit Service Use

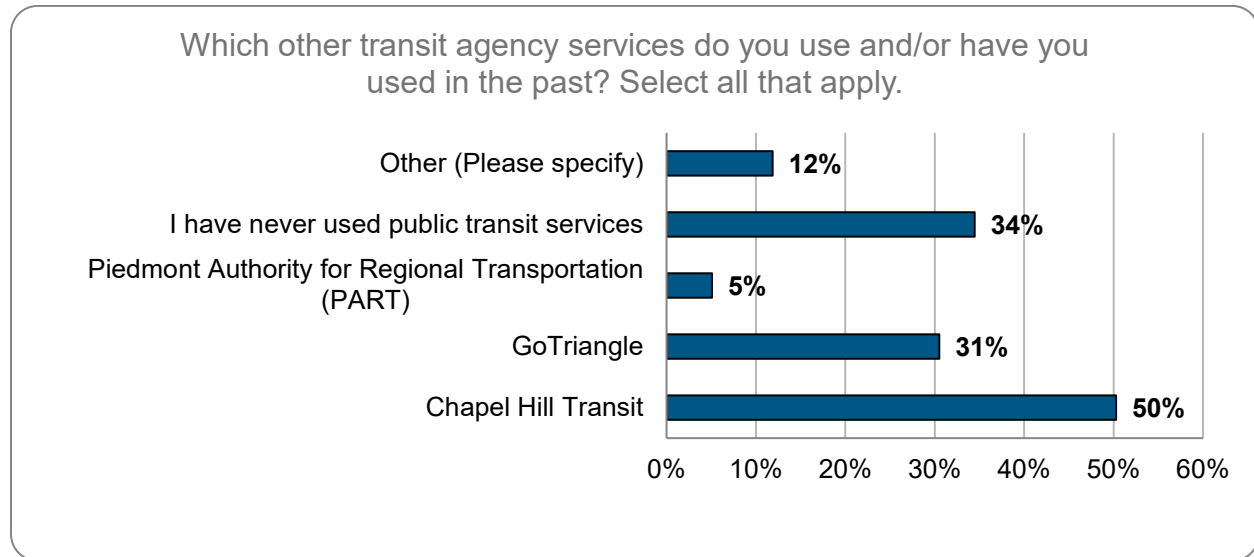
Participants were asked about their use of public transit services within and outside of Orange County.



Sixty-six (66) percent of survey participants have not used Orange County Public Transportation. Twenty-one (21) percent preferred the Orange-Chapel Hill Connector, while 15 percent used the Hillsborough Circulator. Nine (9) percent scheduled rides through an Orange County Department, and 5 percent use other Orange County departments to schedule their rides.

## Other Transit Agency Services

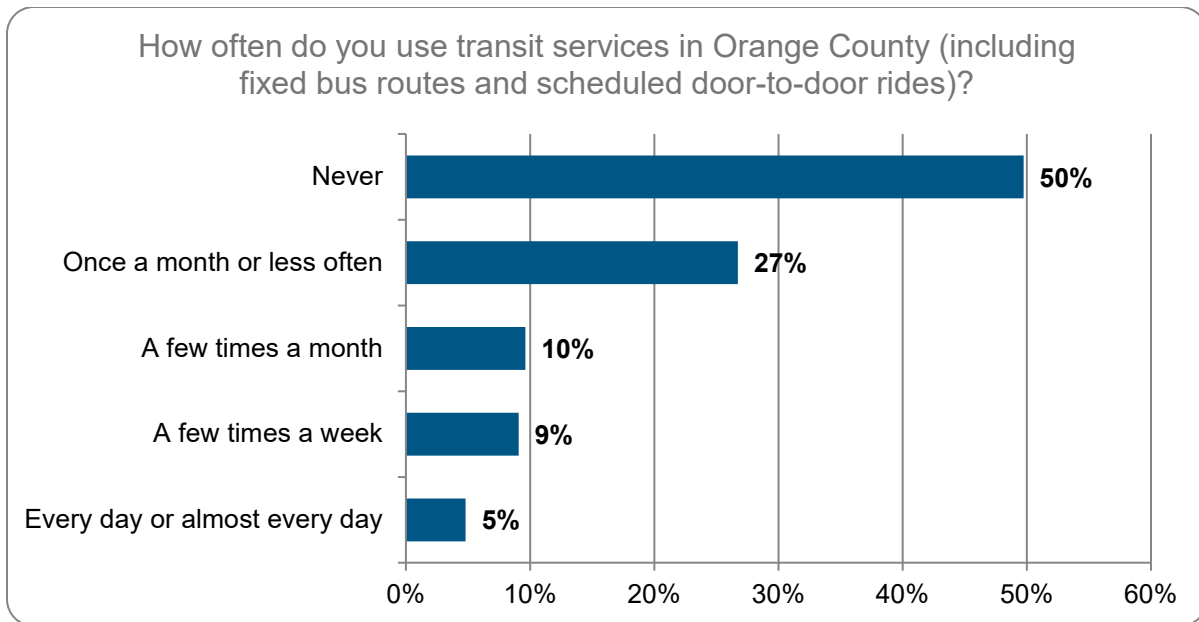
Respondents were also asked what transit services outside of Orange County they currently use or have used in the past.



Chapel Hill Transit was used by 50 percent of participants, followed by GoTriangle services at 31 percent. Additionally, 12 percent used public transit in cities such as Raleigh, Durham, New York, and Boston, while 34 percent reported that have never used public transit services.

## Frequency of Transit Use

Respondents were asked how often they used Orange County Public Transit services.



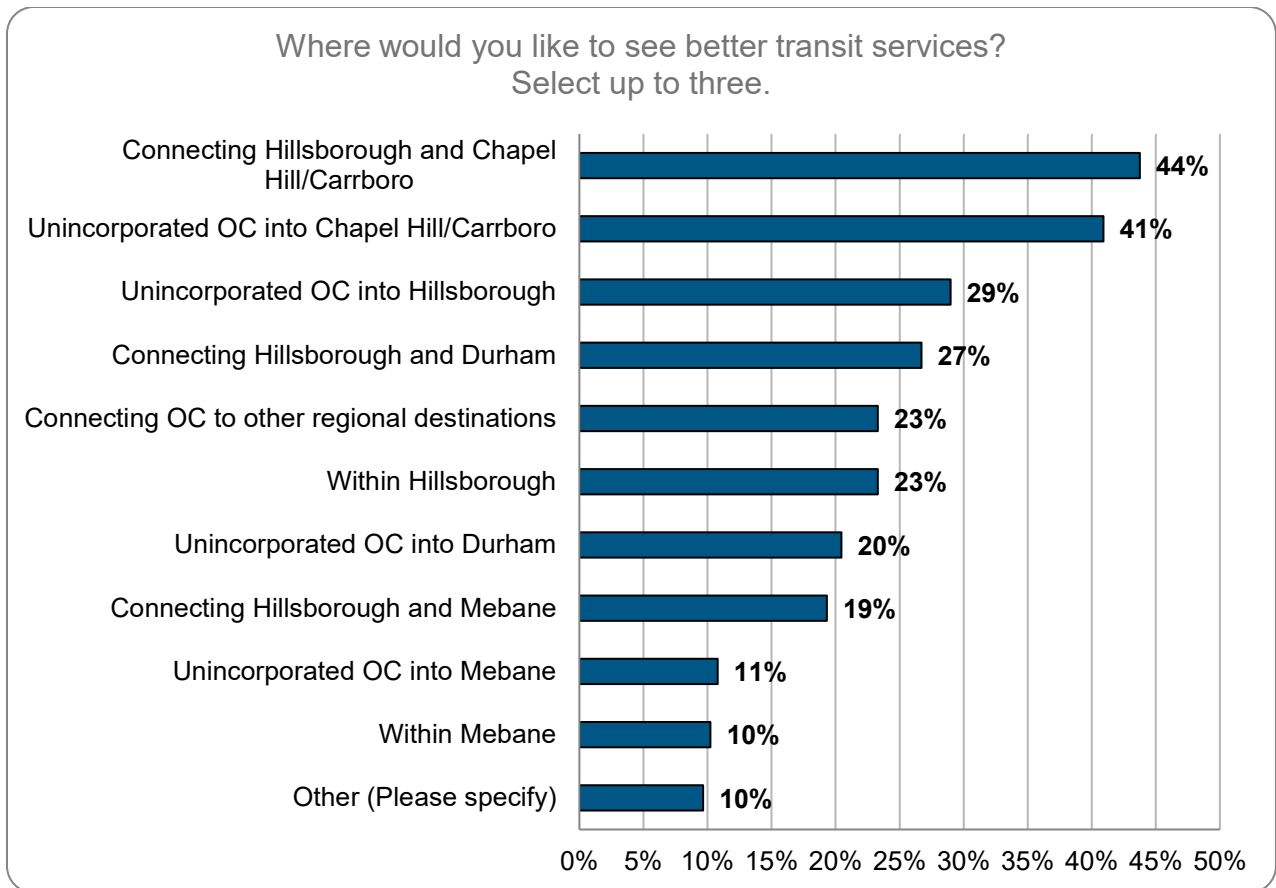
Twenty-seven (27) percent of participants used Orange County transit services once a month or less, with half (50 percent) saying they never use them. Only 5 percent of participants reported that they use Orange County transit services daily. Nine (9) percent reported that they used the services a few times a week.

## Participant Preferences

Participants were asked to share their preferences and ideas for transit improvements, focusing particularly on service areas, hours of operation, and service quality.

### Service Area

Participants were asked where they would like to see transit service improvements in Orange County.

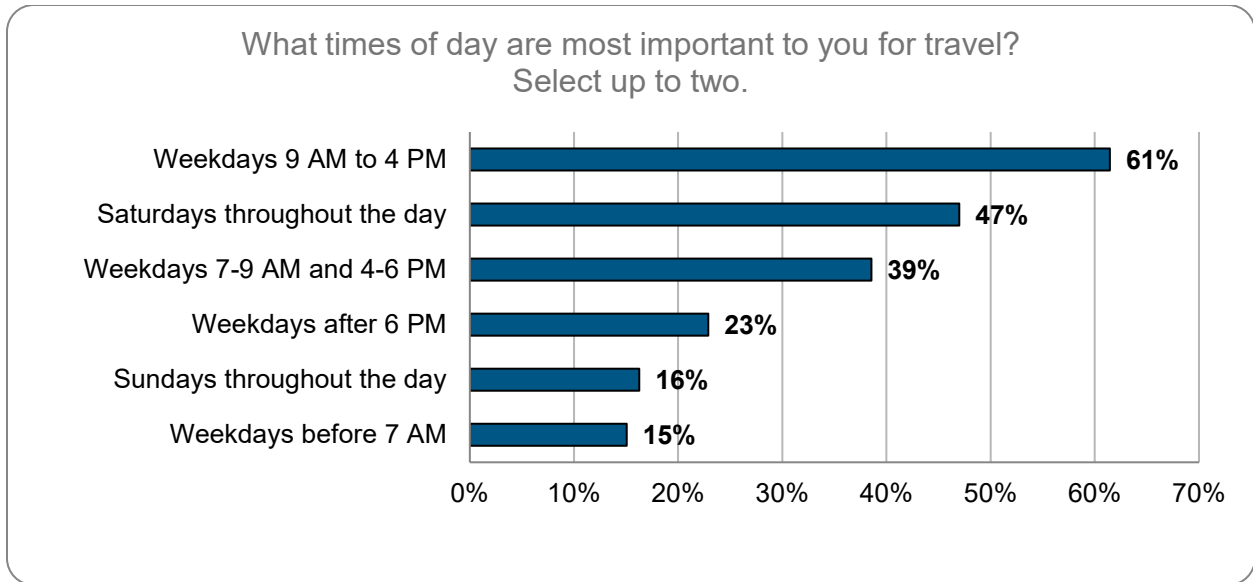


Respondents were most interested in improving transit services connecting Chapel Hill to Carrboro and Hillsborough (44 percent) and to unincorporated areas of Orange County (41 percent). Additionally, 29 percent expressed interest in improvements connecting Hillsborough to unincorporated areas of Orange County, and 27 percent wanted transit connections from Hillsborough to Durham. Interest in transit improvements in Mebane varied from 10 percent to 19 percent, depending on destination.

### Transit Schedule

Participants were asked what days and times were most important for them to travel.

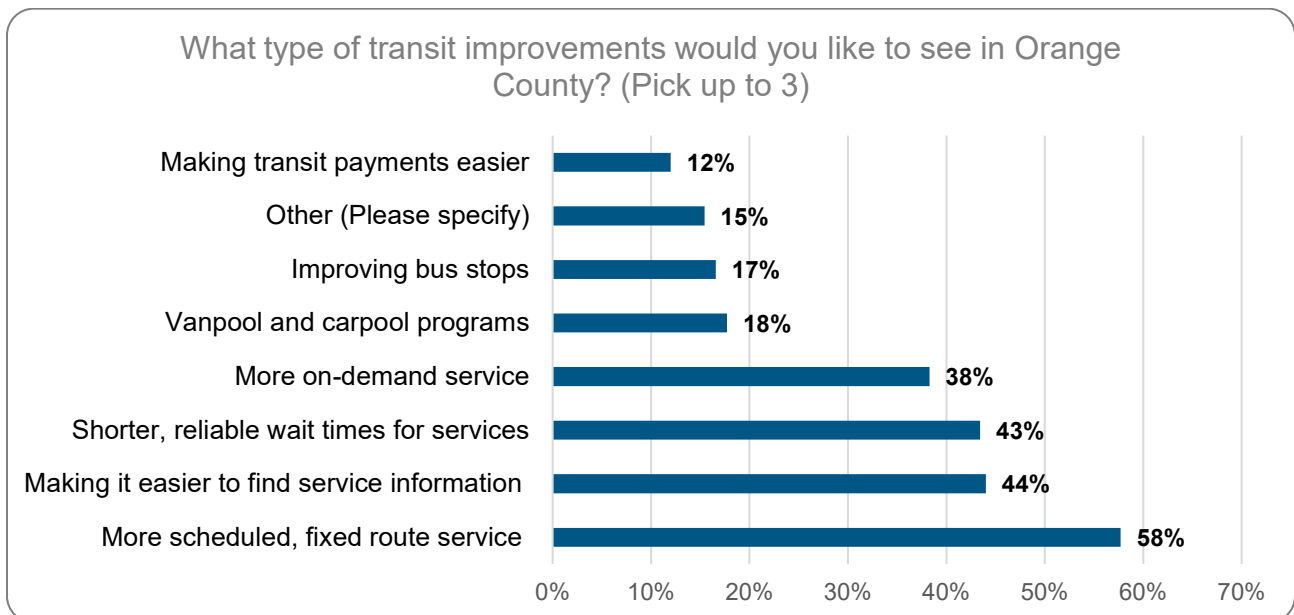




Participants are most likely to travel between 9 AM and 4 PM (61 percent), throughout the day on Saturdays (47 percent), and during typical weekday commuting times (39 percent)—defined as weekdays between 7 AM and 9 AM and 4 PM and 6 PM. Sixteen (16) percent of participants travel throughout the day on Sundays and 15 percent travel early mornings on weekdays before 7 AM.

### Transit Improvements

Participants were asked what type of transit improvements they would like to see in Orange County.



Fifty-eight (58) percent of participants expressed their primary interest in having more scheduled fixed bus routes. Additionally, 44 percent indicated interest in easier access to information about transit service, while 43 percent want shorter and more reliable wait times and 38 percent would like more on-demand transit services.

# APPENDIX A – OUTREACH LOCATIONS

## Pop Up Events

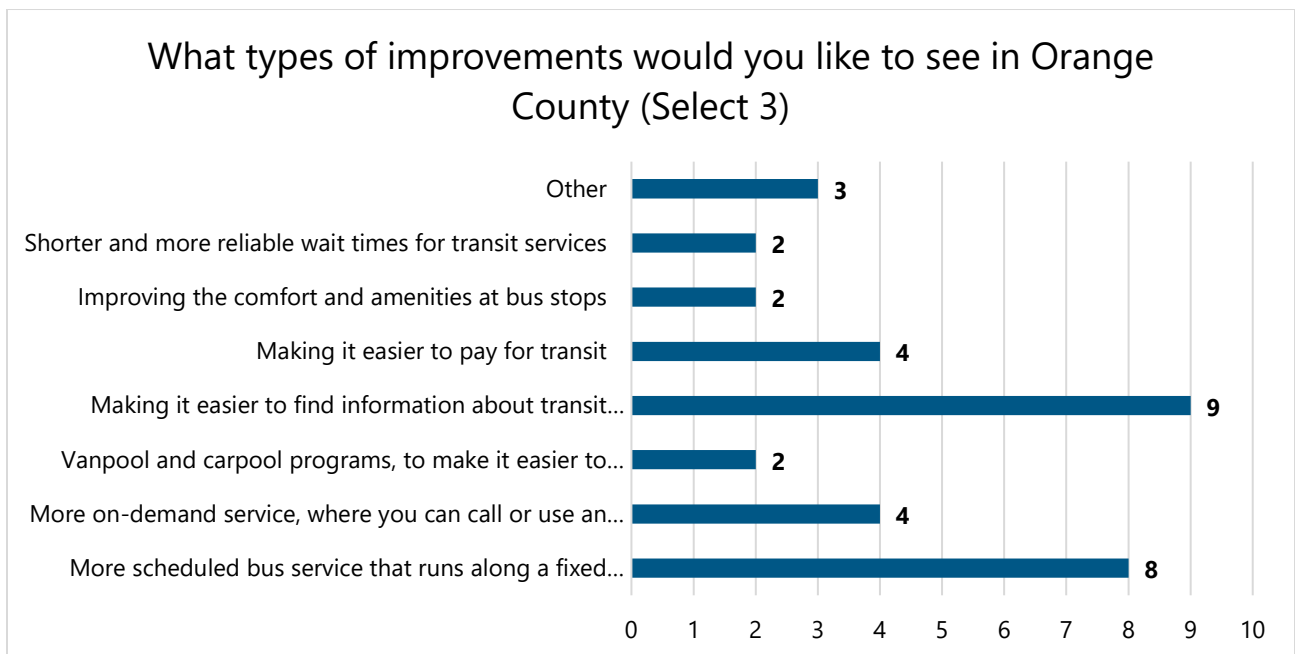
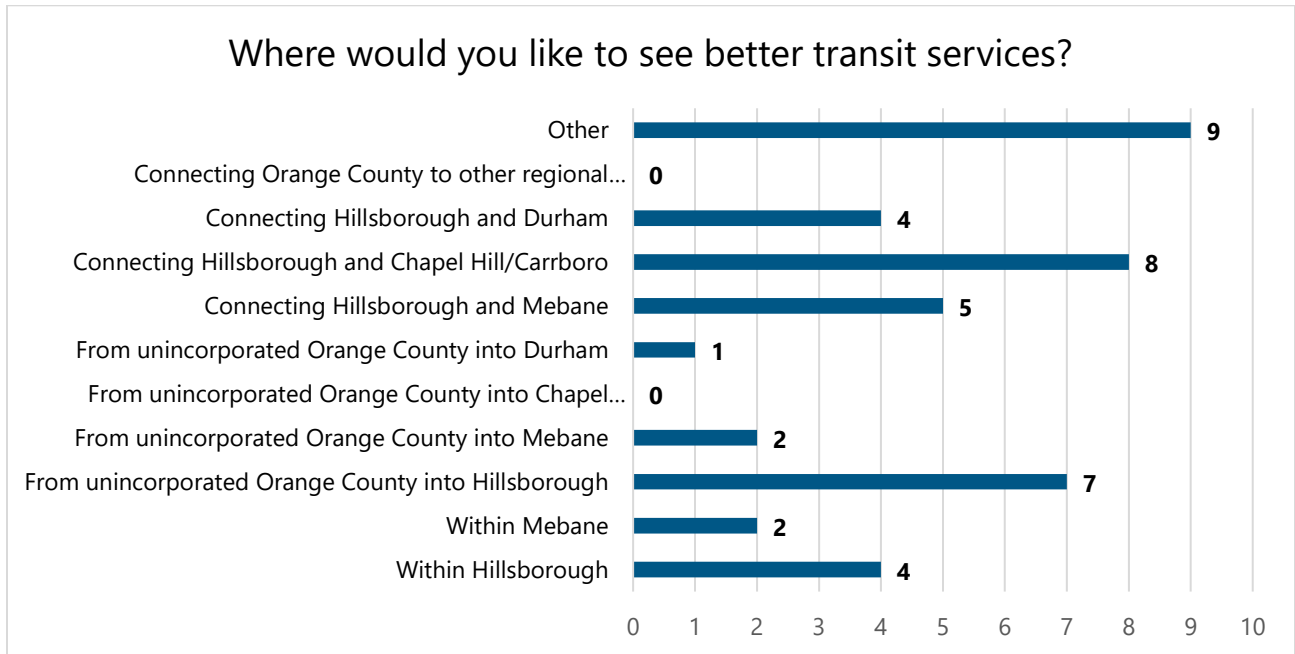
- Monday, 3/18, Hillsborough Walmart, 2:00pm - 4:00pm
- Tuesday, 3/19, Orange County Seymour Senior Center, 11:00am - 1:00pm
- Tuesday, 3/19, Passmore Center, 3:00pm - 5:00pm
- Wednesday, 3/20, Durham Tech OC Campus, 9:00am - 11:00am
- Wednesday, 3/20, UNC Health Care-Hillsborough Campus, 3:00pm - 5:00pm
- Saturday, 3/23, Downtown Mebane Eggstravaganza and Bunny Hop 11:00am - 2:00pm

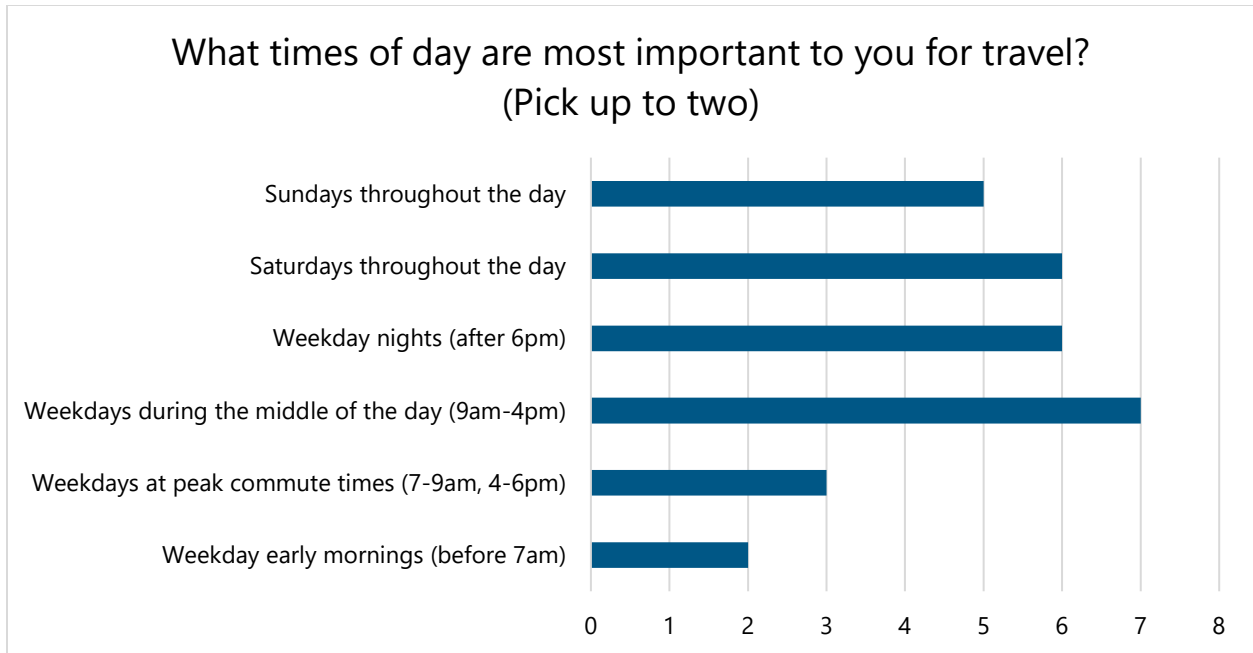
## Polling Board Locations

- Churton Street at Margaret Lane (Hillsborough)
- Faucette Mill Road at Cornelius Street (Hillsborough)
- Durham Tech OCC Park-and-Ride (Hillsborough)
- UNC Hospital (Hillsborough)
- Cone Health Park and Ride (Mebane)

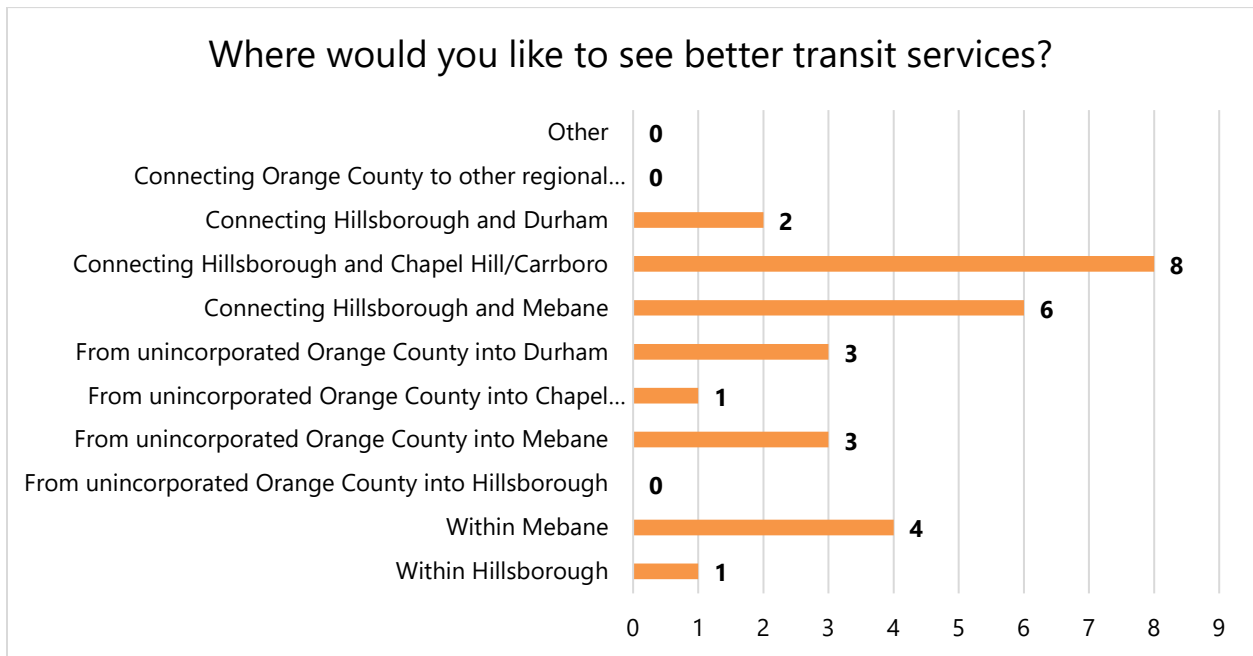
# APPENDIX B – POLLING BOARD COMMENTS

## Pop Up Events



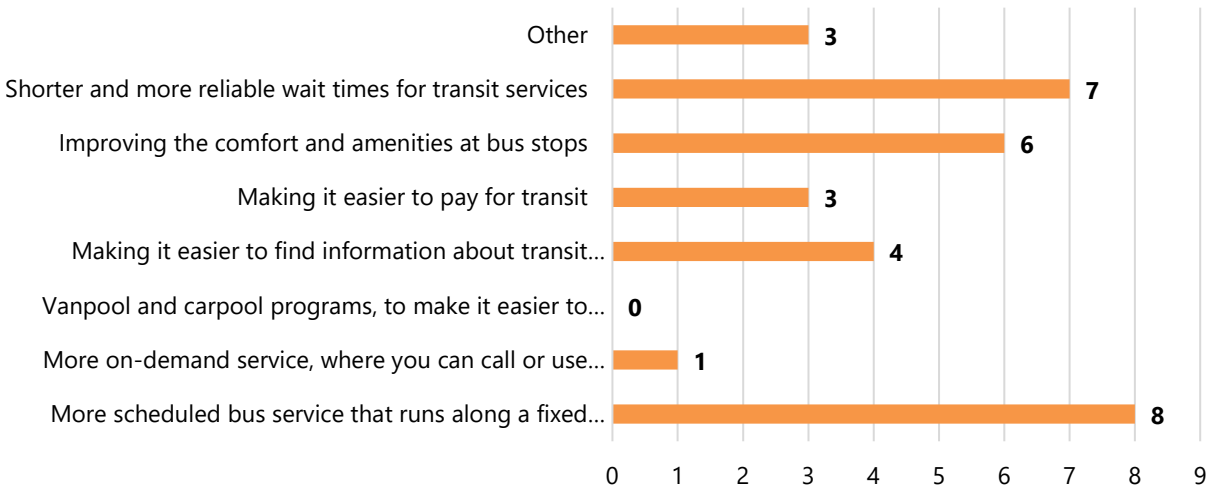


## Polling Boards

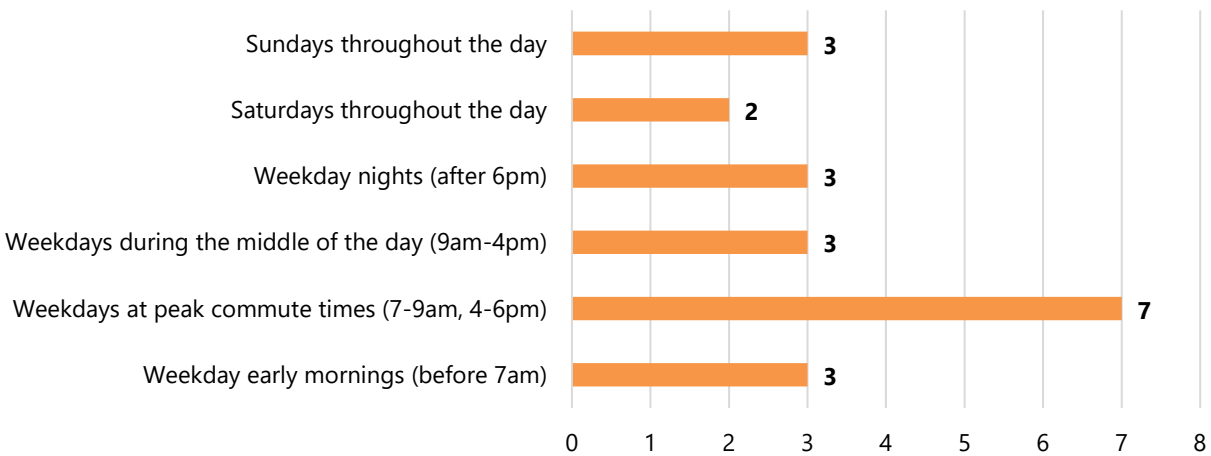




### What type of transit service improvements would you like to see in Orange County? (Pick up to three)



### What times of day are most important to you for travel? (Pick up to two)



# APPENDIX C – ENGAGEMENT MATERIALS

## Polling Board

### HELP IMPROVE TRANSIT IN ORANGE COUNTY! ¡AYÚDENOS A MEJORAR EL TRANSPORTE PÚBLICO EN EL CONDADO ORANGE!

**ORANGE COUNTY**  
SHORT RANGE TRANSIT PLAN  
CONDADO ORANGE  
PLAN OF TRANSIT SERVICE FROM 2025 TO 2030

The Orange County Short Range Transit Plan will identify opportunities to improve transit services in Orange County, NC and create an implementation plan for 2025 to 2030. Let us know what improvements you would like to see!

El Plan de Transporte Público a Corto Plazo del Condado Orange identificará oportunidades para mejorar los servicios de transporte público en el Condado Orange, NC, y creará un plan de implementación para 2025 a 2030. ¡Háganos saber qué mejoras le gustaría ver!

#### 1 Where would you like to see better transit service? (Pick up to three) ¿Dónde le gustaría ver un mejor servicio de transporte público? (escoja hasta tres)

Place a sticker next to your preference(s). Coloque un sticker junto a sus preferencias.

<p><b>Within Hillsborough</b> Dentro de Hillsborough</p>	<p><b>Within Mebane</b> Dentro de Mebane</p>	<p><b>From unincorporated Orange County into Hillsborough</b> Desde áreas no incorporadas del Condado Orange hasta Hillsborough</p>	<p><b>From unincorporated Orange County into Mebane</b> Desde áreas no incorporadas del Condado Orange hasta Mebane</p>	<p><b>From unincorporated Orange County into Chapel Hill/Carrboro</b> Desde áreas no incorporadas del Condado Orange hasta Chapel Hill/Carrboro</p>	<p><b>From unincorporated Orange County into Durham</b> Desde áreas no incorporadas del Condado Orange hasta Durham</p>	<p><b>Connecting Hillsborough and Mebane</b> Conectando Hillsborough y Mebane</p>	<p><b>Connecting Hillsborough and Chapel Hill/Carrboro</b> Conectando Hillsborough y Chapel Hill/Carrboro</p>	<p><b>Connecting Hillsborough and Durham</b> Conectando Hillsborough y Durham</p>	<p><b>Connecting Orange County to other regional destinations</b> Conectando el Condado Orange con otros destinos regionales</p>	<p><b>Other</b> Otras</p>
--------------------------------------------------------------	--------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------	-------------------------------

#### 2 What type of transit service improvements would you like to see in Orange County? (Pick up to three) ¿Qué tipo de mejoras al transporte público le gustaría ver en el Condado Orange? (escoja hasta tres)

Learn more about the project and take the full survey by 3/31 at [orangecountysrtp.com](http://orangecountysrtp.com)! ¡Obtenga más información sobre el proyecto y responda la encuesta antes del 3/31 en [orangecountysrtp.com](http://orangecountysrtp.com)!

<p><b>More scheduled bus service that runs along a fixed route with fixed stops</b> Mas servicio de autobuses programado que recorra una ruta fija con paradas fijas</p>	<p><b>More on-demand service, where you can call or use an app to request a ride to anywhere within a service area</b> Mas servicio a pedido, donde puede llamar o usar una aplicación para solicitar un viaje a cualquier lugar dentro de un área de servicio</p>	<p><b>Vanpool and carpool programs, to make it easier to share rides</b> Programas de vanpool y carpool, para que sea más fácil compartir viajes</p>	<p><b>Making it easier to find information services</b> Facilitar la búsqueda de información sobre los servicios de transporte público</p>	<p><b>Making it easier to pay for transit</b> Facilitar el pago del transporte público</p>	<p><b>Improving the comfort and amenities at bus stops</b> Mejorar la comodidad y las amenidades en las paradas de autobuses</p>	<p><b>Shorter and more reliable wait times for transit services</b> Tiempo de espera más cortos y confiables para los servicios de transporte público</p>	<p><b>Other</b> Otras</p>
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------



Questions? Email [info@ppconsulting.net](mailto:info@ppconsulting.net) ¿Preguntas? Envíe un email a [info@ppconsulting.net](mailto:info@ppconsulting.net)

#### 3 What times of day are most important to you for travel? (Pick up to two) ¿Qué momentos del día son más importantes para usted para trasladarse? (escoja hasta 2)

USE THE STICKERS TO ANSWER THE QUESTIONS ABOVE  
UTILICE LOS STICKERS PARA RESPONDER LAS PREGUNTAS ANTERIORES

<p><b>Weekday early mornings before 7am</b> Temprano por la mañana entre semana (antes de las 7 am)</p>	<p><b>Weekdays at peak commute times (8am-4pm)</b> Días laborales en horas pico (de 7 a 8 am, de 4 a 8 pm)</p>	<p><b>Weekdays during the middle of the day (8am-4pm)</b> Días laborales durante el mediodía (8 am a 4 pm)</p>	<p><b>Weekday nights (after 8pm)</b> Noches entre semana (después de las 8 pm)</p>	<p><b>Saturdays throughout the day</b> Sábados durante todo el día</p>	<p><b>Sundays throughout the day</b> Domingos durante todo el día</p>
-------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------	----------------------------------------------------------------------------	---------------------------------------------------------------------------

# Survey (English)

**HELP US IMPROVE TRANSIT SERVICE!**

The Orange County Short Range Transit Plan will identify opportunities to improve transit services in Orange County, NC and create an implementation plan for 2025 to 2030. Let us know what improvements you would like to see!

Please return this survey by March 31, 2024 through:

Take it online at [orangecountysrtp.com](http://orangecountysrtp.com)  
 Email a scan or photo of each page to [info@pppconsulting.net](mailto:info@pppconsulting.net)  
 Mail to Public Participation Partners  
 8502 Six Forks Rd, Ste. 102  
 Raleigh, NC 27615



Scan the QR code to learn more about the project or visit [orangecountysrtp.com](http://orangecountysrtp.com)

## ORANGE COUNTY SHORT RANGE TRANSIT PLAN

4) Which city, town, or community do you live in?  
(e.g., Hillsborough, Cedar Grove, Efland)

5) Where would you like to see better transit service?  
(Pick up to 3)

- Within Hillsborough
- Within Mebane
- From unincorporated Orange County into Hillsborough
- From unincorporated Orange County into Mebane
- From unincorporated Orange County into Chapel Hill/Carrboro
- From unincorporated Orange County into Durham
- Connecting Hillsborough and Mebane
- Connecting Hillsborough and Chapel Hill/Carrboro
- Connecting Hillsborough and Durham
- Connecting Orange County to other regional destinations
- Other: \_\_\_\_\_

\*Unincorporated Orange County refers to any area within the County outside of the town or city boundaries of Chapel Hill, Carrboro, Hillsborough, and Mebane.

6) What times of day are most important to you for travel?  
(Pick up to 2)

- Weekday early mornings (before 7am)
- Weekdays at peak commute times (7-9am, 4-6pm)
- Weekdays during the middle of the day (9am-4pm)
- Weekday nights (after 6pm)
- Saturdays throughout the day
- Sundays throughout the day

7) What type of transit improvements would you like to see in Orange County? (Pick up to 3)

- More scheduled bus service that runs along a fixed route with fixed stops
- More on-demand service, where you can call or use an app to request a ride to anywhere within a service area
- Vanpool and carpool programs, to make it easier to share rides
- Making it easier to find information about transit services
- Making it easier to pay for transit
- Improving the comfort and amenities at bus stops
- Shorter and more reliable wait times for transit services
- Other: \_\_\_\_\_

1) Which Orange County Public Transportation services do you use and/or have you used in the past?  
(select all that apply)

- Hillsborough Circulator
- Orange-Alamance Connector
- Orange-Chapel Hill Connector
- Mobility on Demand (MOD) Service
- I call to schedule a ride with Orange County:
  - Public Transportation
  - Department of Social Services
  - Department of Aging
  - Criminal Justice Resources Department
  - Other County Department: \_\_\_\_\_
- I have never used Orange County Public Transportation

2) Which other transit agency services do you use and/or have you used in the past? (select all that apply)

- Chapel Hill Transit
- GoTriangle
- Piedmont Authority for Regional Transportation (PART)
- Other: \_\_\_\_\_
- I have never used public transit services

3) How often do you use transit services (fixed route buses and scheduled door-to-door rides) in Orange County?

- Every day or almost every day
- A few times a week
- A few times a month
- Once a month or less often
- Never

**HELP US IMPROVE TRANSIT SERVICE!**

**ORANGE COUNTY**  
SHORT RANGE TRANSIT PLAN

8) How else would you like to see public transit improved in Orange County?

9) Subscribe for Project Updates: Would you like to be notified of project updates and opportunities to provide feedback? If so, please provide your email address below.

**Voluntary Demographic Questions**

The following questions ask about you and your background. This information helps us work toward our goal of inclusive engagement. **Please note that your responses will be used solely for data collection, will remain CONFIDENTIAL, and are OPTIONAL.**

1) Do you have a disability?

- Yes
- No
- Prefer not to answer

2) What is your gender identity?

- Man
- Woman
- Non-binary
- Prefer not to answer

3) What is your age?

- Younger than 18
- 18-29
- 30-44
- 45-64
- 65 and older
- Prefer not to answer

4) How well do you speak English?

- Very well
- Well
- Okay
- Very little
- Not at all
- Prefer not to answer

5) What language do you speak at home?

-----

6) Which of the following best describes you? (Choose all that apply)

- Asian or Pacific Islander
- Black or African American
- Hispanic or Latino
- Native American or Alaskan Native
- White or Caucasian
- Other: \_\_\_\_\_
- Prefer not to answer

7) What is your approximate annual household income?

- Less than \$15,000
- \$15,000 to \$25,000
- \$25,000 to \$50,000
- \$50,000 to \$75,000
- \$75,000 and above
- Prefer not to answer

8) How many cars does your household have access to?

- None
- One
- Two
- Three or more

9) What is your home zip code?

-----



# Survey (Spanish)

## ¡AYÚDENOS A MEJORAR EL SERVICIO DE TRANSPORTE PÚBLICO!

El Plan de Transporte Público a Corto Plazo del Condado Orange identificará oportunidades para mejorar los servicios de transporte público en el Condado Orange, NC, y creará un plan de implementación para 2025 a 2030. ¡Háganos saber qué mejoras le gustaría ver!

Responda esta encuesta antes del 31 de marzo de 2024:

Responda en línea en [orangecountysrtp.com](http://orangecountysrtp.com)

Escanee o tome una foto de cada página y envíelas por email a [info@pppconsulting.net](mailto:info@pppconsulting.net)

Envíela por correo postal a  
Public Participation Partners  
8502 Six Forks Rd, Ste. 102  
Raleigh, NC 27615



Escanee el código QR para conocer más sobre el proyecto o visite [orangecountysrtp.com](http://orangecountysrtp.com)

1) ¿Qué servicios de transporte público del Condado Orange utiliza o ha utilizado en el pasado? (seleccione todas las que correspondan)

- Hillsborough Circulator
- Orange-Alamance Connector
- Orange-Chapel Hill Connector
- Servicio de movilidad bajo demanda (MOD)

Llamo para programar un viaje con el Condado Orange:

- Transporte público
- Departamento de Servicios Sociales
- Departamento de Envejecimiento
- Departamento de Recursos de Justicia Penal
- Otro departamento del condado: \_\_\_\_\_
- Nunca he usado el transporte público del Condado Orange.

2) ¿Qué otros servicios de agencias de transporte utiliza o ha utilizado en el pasado? (seleccione todas las que correspondan)

- Chapel Hill Transit
- GoTriangle
- Piedmont Authority for Regional Transportation (PART)
- Otro: \_\_\_\_\_
- Nunca he usado los servicios de transporte público

3) ¿Con qué frecuencia utiliza los servicios de transporte público (autobuses de ruta fija y viajes programados puerta a puerta) en el Condado Orange?

- Todos los días o casi todos los días
- Algunas veces a la semana
- Algunas veces al mes
- Una vez al mes o menos
- Nunca

## CONDADO ORANGE

PLAN DE TRANSPORTE PÚBLICO A CORTO PLAZO

4) ¿En qué ciudad, pueblo o comunidad vive? (por ejemplo, Hillsborough, Cedar Grove, Efland)

5) ¿Dónde le gustaría ver un mejor servicio de transporte público? (escoja hasta 3)

- Dentro de Hillsborough
- Dentro de Mebane
- Desde áreas no incorporadas del Condado Orange hasta Hillsborough
- Desde áreas no incorporadas del Condado Orange hasta Mebane
- Desde áreas no incorporadas del Condado Orange hasta Chapel Hill/Carrboro
- Desde áreas no incorporadas del Condado Orange hasta Durham
- Conectando Hillsborough y Mebane
- Conectando Hillsborough y Chapel Hill/Carrboro
- Conectando Hillsborough y Durham
- Conectando el Condado Orange con otros destinos regionales
- Otro: \_\_\_\_\_

\* Por áreas no incorporadas del Condado Orange nos referimos a cualquier área dentro del condado fuera de los límites urbanos de Chapel Hill, Carrboro, Hillsborough y Mebane.

6) ¿Qué momentos del día son más importantes para usted para trasladarse? (escoja hasta 2)

- Temprano por la mañana entre semana (antes de las 7 am)
- Días laborables en horas pico (de 7 a 9 am, de 4 a 6 pm)
- Días laborables durante el mediodía (9 am a 4 pm)
- Noches entre semana (después de las 6 pm)
- Sábados durante todo el día
- Domingos durante todo el día

7) ¿Qué tipo de mejoras al transporte público le gustaría ver en el Condado Orange? (escoja hasta 3)

- Más servicio de autobús programado que recorra una ruta fija con paradas fijas
- Más servicio a pedido, donde puede llamar o usar una aplicación para solicitar un viaje a cualquier lugar dentro de un área de servicio
- Programas de vanpool y carpool, para que sea más fácil compartir viajes
- Facilitar la búsqueda de información sobre los servicios de transporte público
- Facilitar el pago del transporte público
- Mejorar la comodidad y las amenidades en las paradas de autobús
- Tiempos de espera más cortos y confiables para los servicios de transporte público
- Otra: \_\_\_\_\_

**¡AYÚDENOS A MEJORAR EL SERVICIO DE TRANSPORTE PÚBLICO!**

**CONDADO ORANGE**  
PLAN DE TRANSPORTE PÚBLICO A CORTO PLAZO

8) ¿De qué otra manera le gustaría que se mejorara el transporte público en el Condado Orange?

9) Suscribese para recibir actualizaciones del proyecto: ¿le gustaría recibir notificaciones sobre las actualizaciones del proyecto y las oportunidades para brindar comentarios? Si es así, proporcione su dirección de email a continuación.

**Preguntas demográficas voluntarias**

Las siguientes preguntas se refieren a usted y sus antecedentes. Esta información nos ayuda a trabajar hacia nuestro objetivo de participación inclusiva. **Por favor tenga en cuenta que sus respuestas se utilizarán únicamente para la recopilación de datos, serán CONFIDENCIALES y son OPCIONALES.**

1) ¿Tiene usted alguna discapacidad?

- Sí
- No
- Prefiero no responder

2) ¿Cuál es su identidad de género?

- Hombre
- Mujer
- Non-binario
- Prefiero no responder

3) ¿Cuál es su edad?

- Menor de 18 años
- 18-29
- 30-44
- 45-64
- 65 años o más
- Prefiero no responder

4) ¿Qué tan bien habla inglés?

- Muy bien
- Bien
- Más o menos
- Muy poco
- Nada
- Prefiero no responder

5) ¿Qué idioma habla en casa?

6) ¿Cuál de las siguientes opciones le describe mejor? (escoja todo lo que corresponda)

- Asiático o isleño del Pacífico
- Negro o afroamericano
- Hispano o latino
- Amerindio o nativo de Alaska
- Blanco o caucásico
- Otro: \_\_\_\_\_
- Prefiero no responder

7) ¿Cuál es el ingreso anual aproximado de su hogar?

- Menos de \$15,000
- \$15,000 a \$25,000
- \$25,000 a \$50,000
- \$50,000 a \$75,000
- \$75,000 o más
- Prefiero no responder

8) ¿A cuántos automóviles tiene acceso su hogar?

- Ninguno
- Uno
- Dos
- Tres o más

9) ¿Cuál es el código postal de su hogar?

# Social Media Posts

## Facebook/ Instagram

### Post Week 1

Help us improve transit service! Let us know what improvements you would like to see in Orange County by 2030. Attend a pop-up event throughout the month of March:

 Hillsborough Walmart – 501 Hampton Pointe B, Hillsborough, NC


March 18<sup>th</sup>, 2:00 p.m. – 4:00 p.m.\*

 Seymour Center - 2551 Homestead Road, Chapel Hill, NC

March 19<sup>th</sup>, 11:00 a.m. – 1:00 p.m.\*

 Passmore Center - 103 Meadowlands Drive, Hillsborough, NC


March 19<sup>th</sup>, 3:00 p.m. – 5:00 p.m.

 Durham Tech OC Campus - 525 College Park Road, Hillsborough, NC

March 20<sup>th</sup>, 9:00 p.m. – 11:00 a.m.

 UNC Hospital Hillsborough- 430 Waterstone Drive, Hillsborough, NC 27278

March 20<sup>th</sup>, 3:00 p.m. – 5:00 p.m.

 Mebane Eggstravaganza – Downtown Mebane, Mebane, NC

March 23<sup>rd</sup>, 11:00 a.m. – 2:00 p.m.

Can't make it out? Learn more and take the survey by **March 31<sup>st</sup>**:  
[www.orangecountysrtp.com](http://www.orangecountysrtp.com)

\*Weather Permitting. Please visit the website for updates.

### Post Week 2

Reminder: Don't Miss Out on Your Chance to Improve Transit Service in Orange County!

Hey Orange County residents! We want to hear from you to shape the future of transit service in our community by 2030.

Can't decide what changes you'd like to see? Attend one of our pop-up events for more information. Learn more and take the survey by **March 31<sup>st</sup>**: [www.orangecountysrtp.com](http://www.orangecountysrtp.com)

Your feedback is important to this process!

### **Post Week 3**

The Deadline for Comments is March 31, 2024

Don't miss the chance to share your thoughts on what transit improvements you'd like to see in Orange County for 2025 to 2030.

For more information and to take the survey, please visit [www.orangecountysrtp.com](http://www.orangecountysrtp.com).

## **X (Twitter)**

### **Post Week 1**

Help us improve transit service! Let us know what improvements you would like to see in Orange County by 2030. **Learn more and take the survey by March 31<sup>st</sup> at:** [www.orangecountysrtp.com](http://www.orangecountysrtp.com).

### **Post Week 2**

Reminder: Help Shape the Future of Transit Service in Orange County!

Help us improve transit service in Orange County! Your input is crucial in making improvements by 2030. Attend one of our pop-up events for more information and take the survey by March 31<sup>st</sup>. Visit the website at [www.orangecountysrtp.com](http://www.orangecountysrtp.com) to take the survey see a full list of pop-ups.

### **Post Week 3**

The Last Chance to Take the Survey!

Don't miss the chance to share your thoughts on what transit improvements you'd like to see in Orange County for 2025 to 2030.

For more information and to take the survey by March 31<sup>st</sup>, please visit [www.orangecountysrtp.com](http://www.orangecountysrtp.com).

## Digital Ad

ORANGE COUNTY  
SHORT RANGE TRANSIT PLAN



# HELP US IMPROVE TRANSIT SERVICE

AYÚDENOS A MEJORAR EL SERVICIO  
DE TRANSPORTE PÚBLICO

### TAKE THE SURVEY BY MARCH 31st

To share your thoughts on potential transit service improvements for 2025 to 2030.

**RESPONDA LA ENCUESTA ANTES DEL 31 DE MARZO**  
Para compartir sus ideas sobre mejoras potenciales al transporte público entre 2025 y 20230



[www.orangecountysrtp.com](http://www.orangecountysrtp.com)



## Transit Flyer

# ORANGE COUNTY SHORT RANGE TRANSIT PLAN



# HELP US IMPROVE TRANSIT SERVICE

AYÚDENOS A  
MEJORAR EL SERVICIO  
DE TRANSPORTE  
PÚBLICO

## TAKE THE SURVEY BY MARCH 31st

To share your thoughts on potential transit service improvements for 2025 to 2030



## RESPONDA LA ENCUESTA ANTES DEL 31 DE MARZO

Para compartir sus ideas sobre mejoras potenciales al transporte público entre 2025 y 2030

[www.orangecountysrtp.com](http://www.orangecountysrtp.com)