

# 2010 Chapel Hill Transit (CHT) Resident and Passenger Surveys Consolidated Executive Summary

## Purpose and Overview

Chapel Hill Transit (CHT) is in the process of developing a comprehensive transit plan for Chapel Hill and the surrounding areas, which includes the Town of Carrboro and the University of North Carolina communities. As part of this process, Chapel Hill Transit is gathering input from existing and potential users of public transit to find ways to improve the public transportation system in the region.

The two major components of the study included:

- A resident survey, which was administered to a random sample of 418 residents from Chapel Hill and Carrboro. The resident survey was designed to gather input from residents in Chapel Hill and Carrboro to identify ways to better serve the public transportation needs of residents. The results of the resident survey have a precision of at least +/-4.8% at the 95% level of confidence. The results of the resident survey are provided in Section 1 of this report.
- A passenger survey, which was administered to 1,675 persons who use public transportation services in Chapel Hill and the surrounding area. The purpose of the passenger survey was to identify ways to improve public transportation for users. The results of the passenger survey have a precision of at least +/- 2.4% at the 95% level of confidence. The results of the passenger survey are provided in Section 2 of this report.

## Overall Satisfaction with Public Transportation

- **Satisfaction with Services Provided By Chapel Hill Transit Is Significantly Above the National Average.** Eighty-eight percent (88%) of the passengers surveyed rated the quality of Chapel Hill Transit as “excellent” or “good,” and 86% of the residents surveyed rated the adequacy of public transportation in the region as “excellent” or “good.” According to the results of a national survey conducted by ETC Institute in April 2010, only 43% of U.S. residents gave positive ratings for the adequacy of public transportation services in the community where they live. This finding suggests that Chapel Hill Transit is setting a high standard for the quality of service delivery.

## Major Findings: Passenger Survey

- **Highest Rated Transit Services.** The transit services with which riders were **most satisfied** based upon the combined percentage of very satisfied and satisfied responses were: how safe riders feel while using the bus (90%), the courtesy of bus drivers (86%), how close bus stops are located to their workplace (84%), how knowledgeable bus drivers are about transit services (83%) and how safely bus drivers operate vehicles (83%).
- **Lowest Rated Transit Services.** The transit services with which riders were **least satisfied** based upon the combined percentage of very satisfied and satisfied responses were: the availability of bus service on Saturdays (29%) and the availability of bus service on Sundays (29%), and hours bus service is offered (55%). More than one-third of those surveyed were dissatisfied with the availability of bus service on Saturdays and Sundays.
- **Priorities/Opportunities for Improvement.** Although satisfaction with the “timeliness buses” was high (77% were satisfied), passengers overwhelmingly selected the “timeliness of buses” as the most important aspect of the services provided by Chapel Hill Transit. The only aspects that had satisfaction levels below 50% that were identified as opportunities for improvement included: (1) the availability of bus of Saturdays and (2) the availability of bus of Saturdays.
- **Most Passengers Are Using Public Transit to Get to/from Work.** Seventy percent (70%) of the passengers surveyed indicated that the primary purpose of their trip was to travel to/from work.

## Major Findings: Resident Survey

- **Interest in Using Public Transit in the Chapel Hill and Carboro is High.** Sixty-nine percent (69%) of the residents surveyed indicated that they would use public transit at least once a week if convenient public transportation were made available near their home.
- **Chapel Hill Transit is Important in the Community.** Most (95%) of the residents surveyed felt it was “very important” (82%) or “somewhat important” for Chapel Hill and Carboro to support and fund public transportation. Only 2% of those surveyed did not think it was important, and 3% did not have an opinion. The ratio of residents who thought it was “very important” to fund public transportation compared to those who did not think it was important was 42 to 1.
- **Residents Would Consider Paying a Tax Increase to Support Expanded Public Transportation Services.** More than two-thirds (68%) of residents indicated they would support paying an increase in taxes to support expanded public transportation services in the area.