

Table of Contents

INTRODUCTION..... 1

CHAPTER ONE 3

 1.1 Demographics of Service Area..... 3

 1.2 Travel Mode 11

 1.3 Major Trip Generators..... 11

 1.4 Conclusion..... 20

CHAPTER TWO 22

 2.1 CAT Service Description..... 22

 2.2 Days and Hours of Operation/Service Span 24

 2.3 Service Frequency..... 25

 2.4 Transfer Policies and Locations 27

 2.5 Route Length/Scheduled Running Times..... 27

 2.6 Fare Structure 29

 2.7 Organizational Structure..... 29

 2.8 System Ridership 31

 2.9 Annual System Miles and Hours 33

 2.10 System Expenses/Revenues/Net Cost..... 33

 2.11 Operating Expenses by Line Item..... 33

 2.12 Revenue by Source 34

 2.13 System Trends..... 35

 2.14 Capital Program 38

 2.15 Accessible Raleigh Transportation 39

 2.16 Other Transportation Services 40

 2.17 Marketing Plans 41

 2.18 Conclusion..... 43

CHAPTER THREE 44

 3.1 Stakeholder Interviews 45

 3.2 Rider Drop-In Session Synthesis..... 47

 3.3 Goals and Objectives 50

 3.4 Driver Meetings..... 52

 3.5 Public Meetings..... 52

 3.6 Conclusion..... 53

CHAPTER FOUR..... 54

 4.1 Rider Profile..... 55

 4.2 Perceptions of Service Quality..... 70

 4.3 Getting Information to CAT Riders..... 79

 4.4 Demographics 81

 4.5 Conclusions 90

CHAPTER FIVE..... 92

 5.1 Local Transportation and Transit Awareness..... 92

 5.2 Perceptions of CAT’s Local Transit Services 105

 5.3 Demographics 116

 5.4 Conclusions 123

CHAPTER SIX.....	126
6.1 Profile of Responding Organizations.....	126
6.2 Perceptions of Public transit in Raleigh.....	135
6.3 Conclusions.....	142
CHAPTER SEVEN.....	144
7.1 Peer Group Selection Process.....	144
7.2 Selected Peer Group.....	144
7.3 Performance Comparisons.....	145
7.4 Financial Efficiency.....	146
7.5 Service Effectiveness.....	148
7.6 Service Span Comparison.....	149
7.7 Conclusion.....	150
CHAPTER EIGHT.....	151
8.1 Farebox Recovery.....	152
8.2 Total Passengers per Platform Hour.....	154
8.3 Total Passengers per Platform Mile.....	156
8.4 Net Cost Per Passenger.....	158
8.5 Ordinal Ranking.....	160
8.6 Transfer Analysis.....	162
CHAPTER NINE.....	164
9.1 Overall Fixed Route Design.....	164
9.2 Route and Schedule Design Standards.....	166
9.3 Passenger Amenities and Information.....	175
9.4 Performance Standards.....	177
9.5 On-Going Evaluation.....	181
CHAPTER TEN.....	183
10.1 Population Based Service Coverage.....	183
10.2 Regional Transit Services.....	185
10.3 Generator Based Service Congruency.....	187
10.4 Conclusion.....	189
CHAPTER ELEVEN.....	190
11.1 Service Issues.....	190
11.2 Service Coverage.....	194
11.3 Growth Issues.....	195
11.4 Conclusion.....	196
CHAPTER TWELVE.....	197
12.1 Service Planning Concepts and Principles.....	197
12.2 Downtown Routing.....	198
12.3 Southeast Quadrant.....	200
12.4 Southwest Quadrant.....	207
12.5 Northwest Quadrant.....	213
12.6 Northeast Quadrant.....	219
12.7 Sunday Service.....	225
12.8 Conclusion.....	226
CHAPTER THIRTEEN.....	227
13.1 Southeast Quadrant.....	227
13.2 Southwest Quadrant.....	233

13.3	<i>Northwest Quadrant</i>	239
13.4	<i>Northeast Quadrant</i>	244
13.5	<i>Express Bus Service</i>	249
13.6	<i>Regional Rail Connections</i>	251
13.7	<i>Conclusion</i>	254
CHAPTER FOURTEEN.....		255
14.1	<i>Key Growth Locations</i>	255
14.2	<i>Long Range Concept Plan Elements</i>	256
CHAPTER FIFTEEN		259
15.1	<i>Market Analysis</i>	259
15.2	<i>Marketing Strategy</i>	266
15.3	<i>Budget and Implementation Plan</i>	277
15.4	<i>Conclusion</i>	278
CHAPTER SIXTEEN.....		279
16.1	<i>Economic Benefit Summary</i>	279
16.2	<i>User Benefits</i>	281
16.3	<i>Environmental Benefits</i>	283
16.4	<i>Community Benefits</i>	284
16.5	<i>Conclusions</i>	287
CHAPTER SEVENTEEN.....		289
17.1	<i>Current CAT Fare Structure</i>	289
17.2	<i>Regional Carrier Fares</i>	290
17.3	<i>Fare Assessment Goals</i>	291
17.4	<i>Fare Strategies</i>	291
17.5	<i>Potential Alternatives</i>	293
17.6	<i>Description of Analysis for Fare Policy</i>	295
17.7	<i>Fare Policy Alternative Assessment</i>	298
17.8	<i>Other Fare Policy Considerations</i>	299
17.9	<i>Conclusion</i>	300
CHAPTER EIGHTEEN.....		301
18.1	<i>Overview of Intelligent ITS</i>	301
18.2	<i>Advanced Public Transportation System (APTS) Technologies</i>	303
18.3	<i>Assessment of Applicability of APTS Technologies for The City of Raleigh</i> ..	303
18.4	<i>The Rationale for Technology Introduction</i>	305
18.5	<i>A Short-Range APTS Strategy for CAT</i>	306
18.6	<i>Costs and Implementation Schedule</i>	310
CHAPTER NINETEEN		312
19.1	<i>Year One and Two Goals (FY 2004-FY 2005)</i>	312
19.2	<i>Year One Recommendations (FY 2004)</i>	313
19.3	<i>Year One Service Characteristics (FY 2004)</i>	318
19.4	<i>Year Two Recommendations (FY 2005)</i>	319
19.5	<i>Year Two Service Characteristics (FY 2005)</i>	326
19.6	<i>Years Three Through Five Goals (FY 06 – 08)</i>	329
19.7	<i>Year Three Modifications (FY 2006)</i>	329
19.8	<i>Year Three Service Characteristics (FY 2006)</i>	331
19.9	<i>Year Four Recommendations (FY 2007)</i>	333
19.10	<i>Year Four Service Characteristics (FY 2007)</i>	335

19.11 *Year Five Recommendations (FY 2008)*..... 339
19.12 *Year Five Service Characteristics (FY 2008)* 341
19.13 *Conclusion*..... 343
CHAPTER TWENTY 344
20.1 *Ridership* 344
20.2 *Operating Plan Financial Impacts*..... 346
20.3 *Capital Program* 352
20.4 *Facility Review*..... 355
20.5 *Environmental Justice*..... 356
20.6 *Service Impact Summary*..... 358
20.7 *Conclusion*..... 361