

Greater Triangle Commuter Rail Survey: Means, Methods and Results



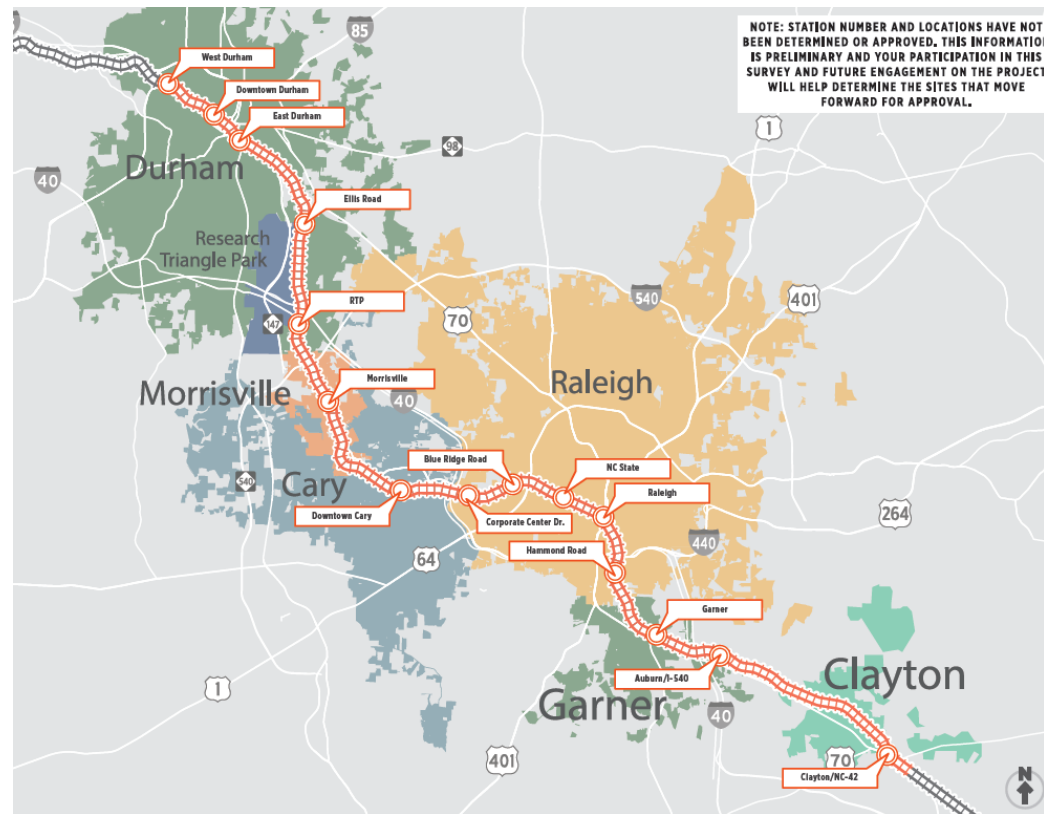
February 11, 2021

Regional Transportation Alliance

18-Month Study

Round I Engagement Goals:

- Raise awareness
- Obtain public feedback
- Coordinate regionally



Round 1:

Fall 2020



Round 2:

Spring 2021



Round 3: Summer 2021



Round I Engagement

Methods

- Email campaigns
- Social media and geo-targeting
- Paper surveys
- Pop-ups
- Drive-through events
- Virtual meetings
- Virtual presentations
- Virtual focus groups

Materials

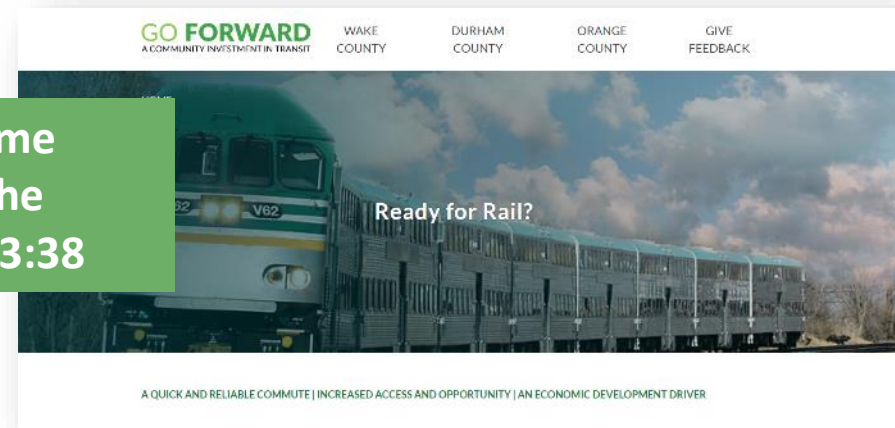
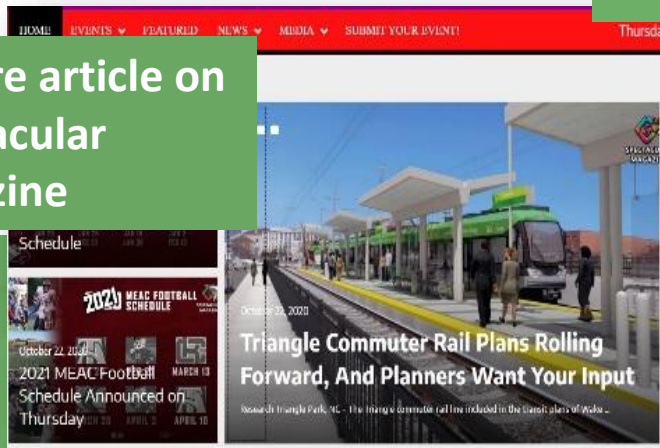
- Press Release
- Social Media
- Digital & Print
- Survey
- Video

Results

- 5,600 survey views
- 2,700 unique participants
- 500 participants in the first 3 days
- Nearly 5,000 project-related comments

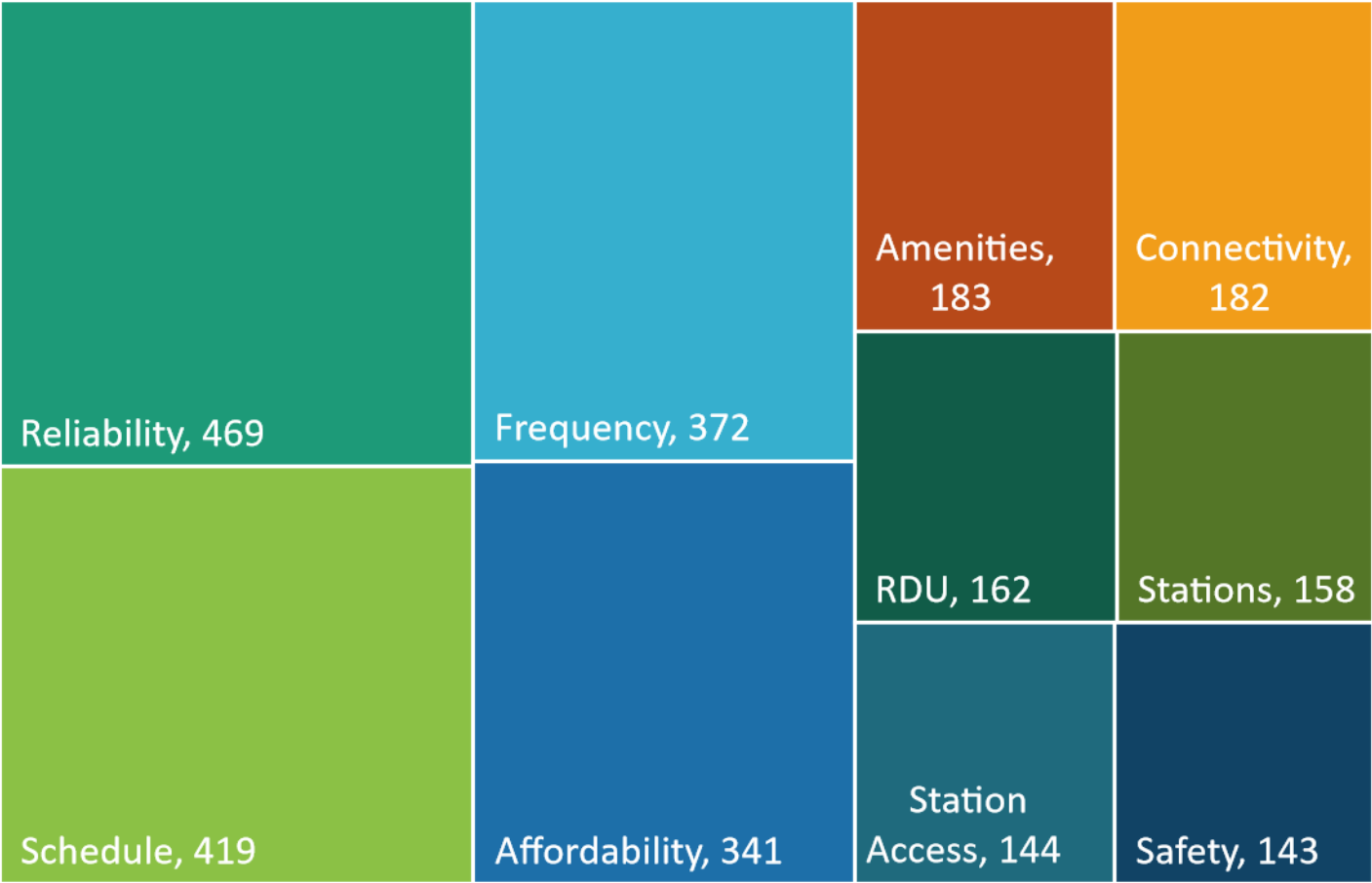
Average time
spent on the
webpage: 3:38

Feature article on
Spectacular
Magazine



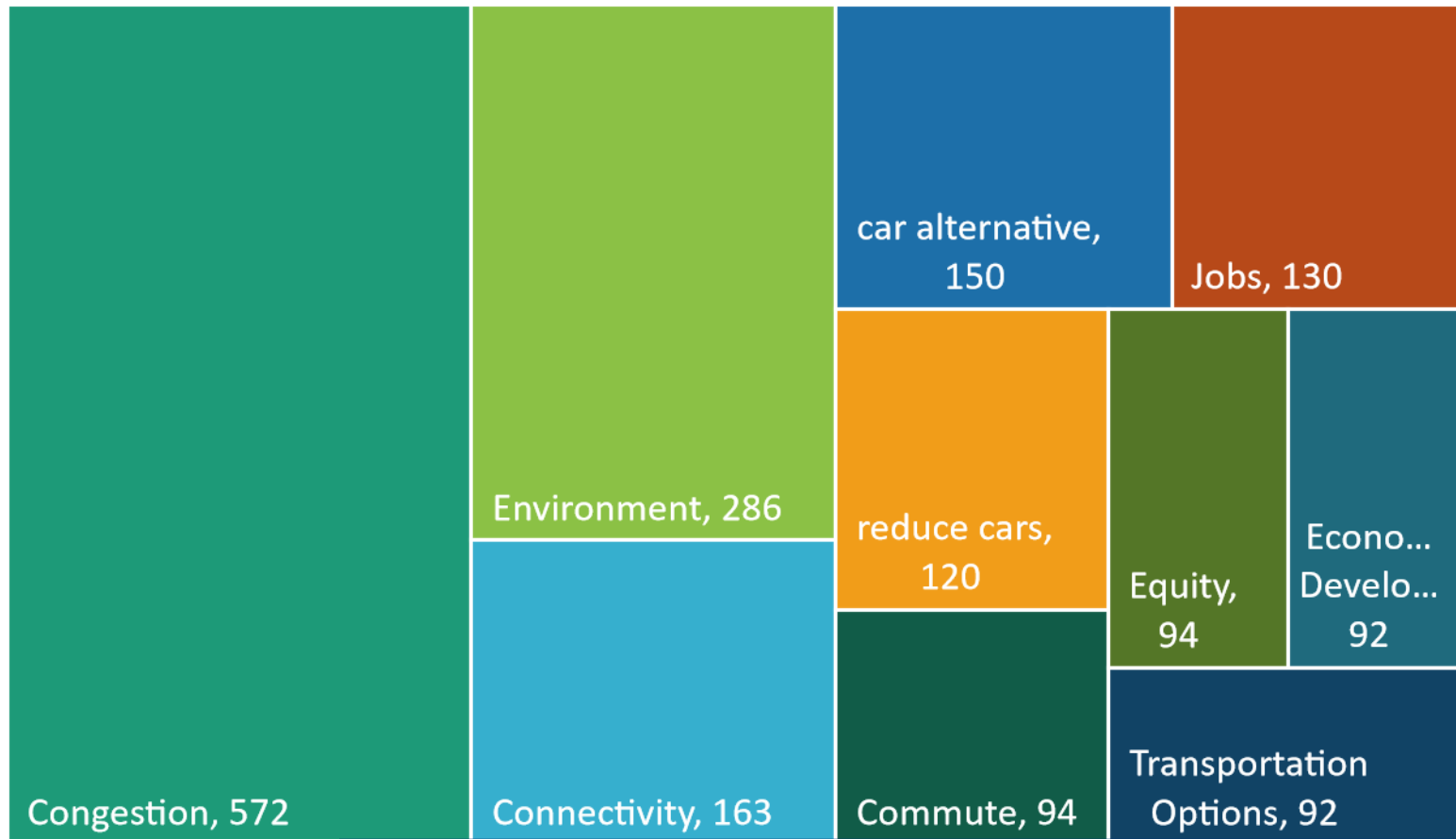
GO FORWARD
A COMMUNITY INVESTMENT IN TRANSIT

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



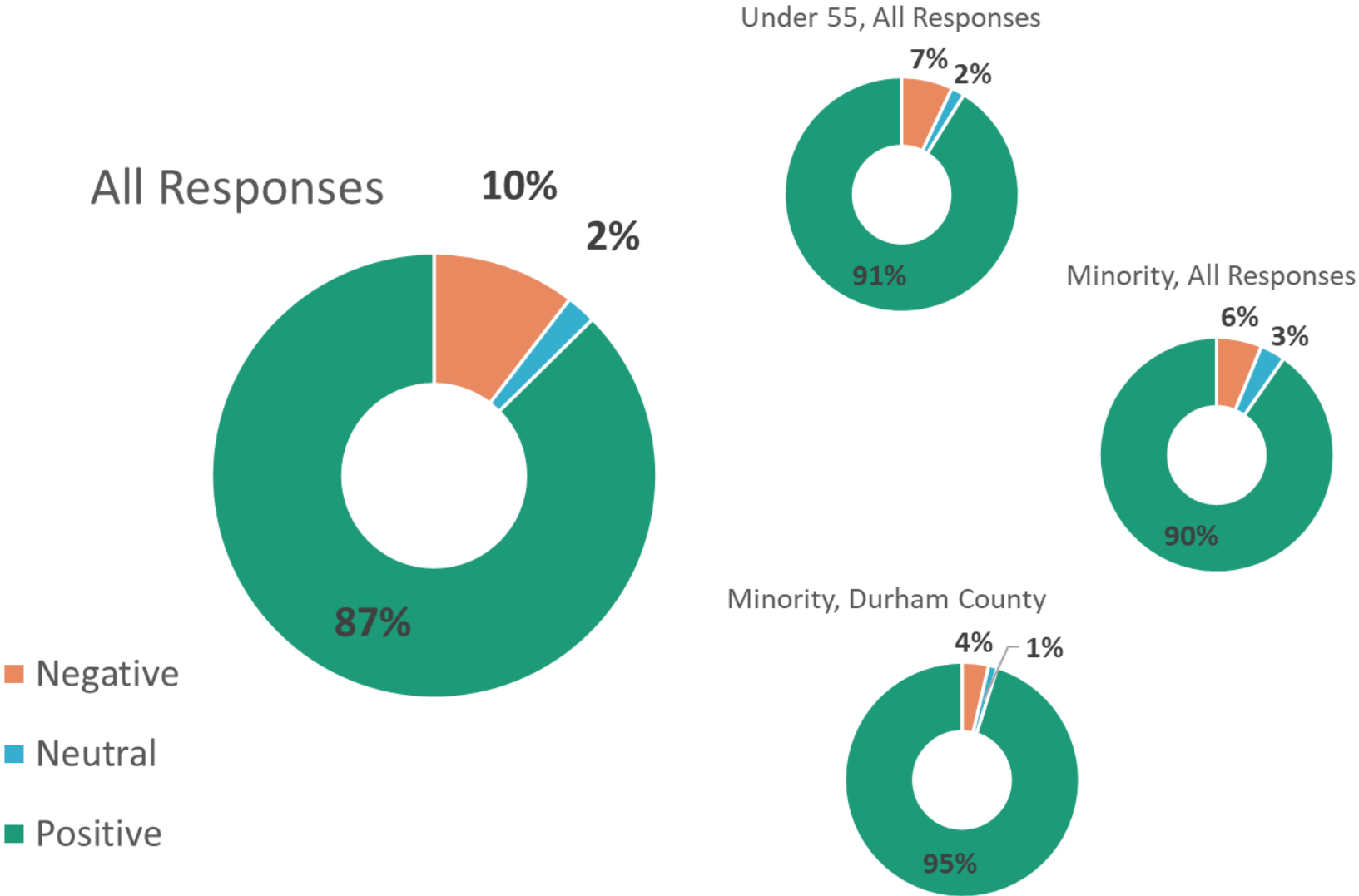
“Frequency, reliability, accessibility, and affordability”

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

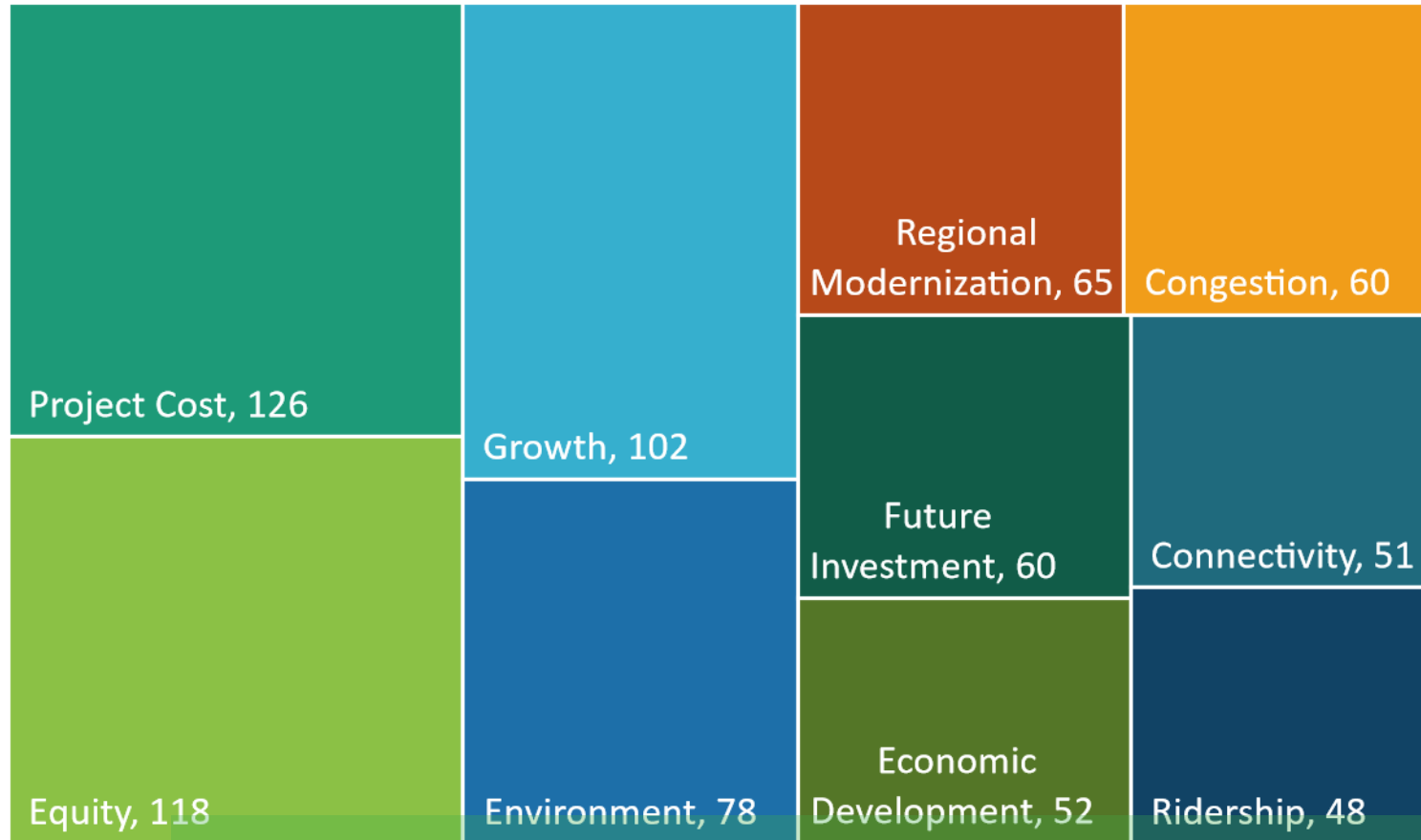


"Easing congestion and pollution. Providing opportunities for all people to travel without a car. Be able to go to downtown Raleigh without dealing with parking."

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



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?"

Major Takeaways & Next Steps

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

Focus groups

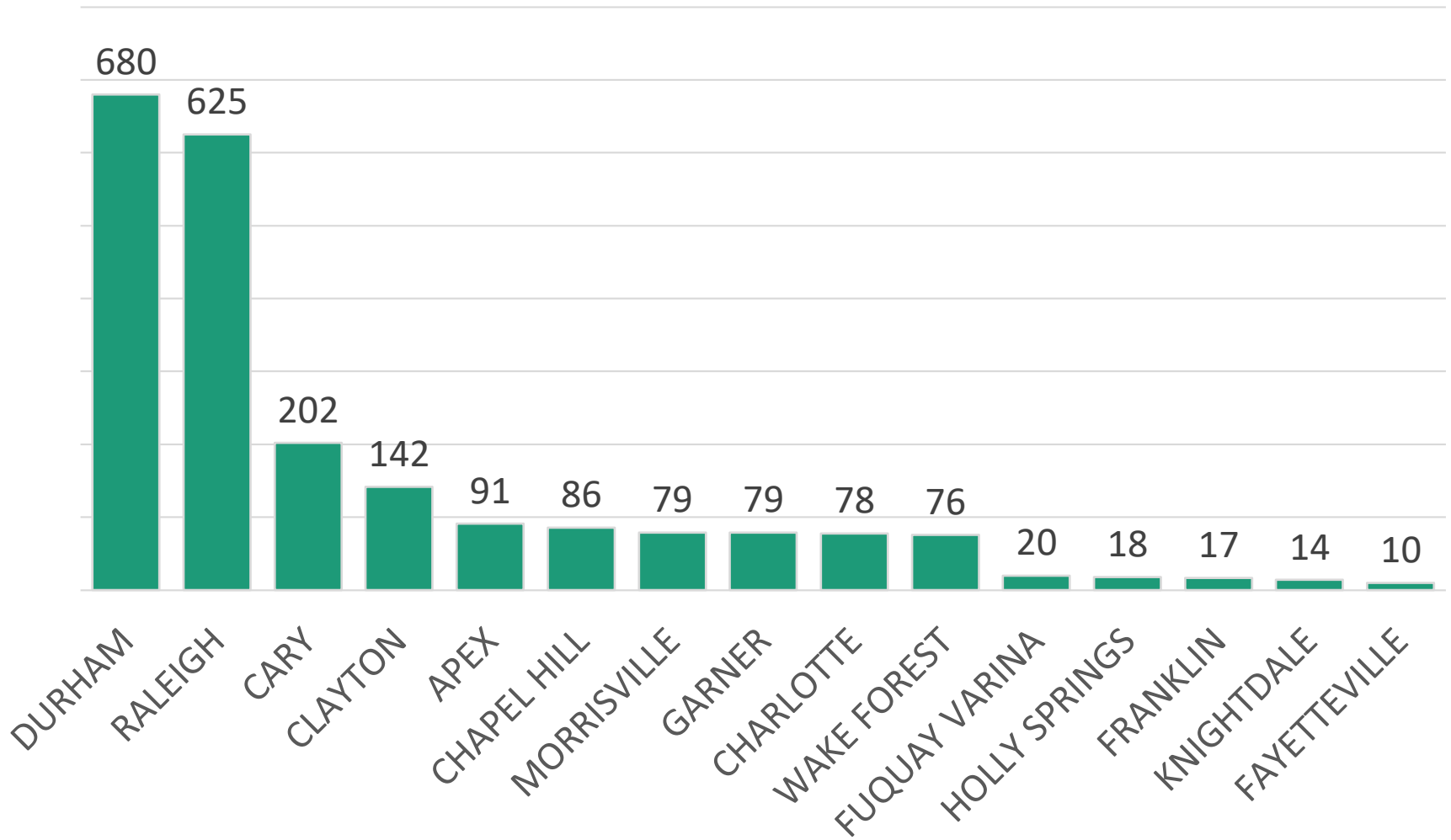
- Investigate themes raised with survey respondents
- Reduce demographic gaps
 - Understanding of the project
 - Costs and Affordability
 - Connecting to the train/last mile connections
 - Service needs
- Ongoing education and awareness
- Additional public comment periods

Questions

GO FORWARD

A COMMUNITY INVESTMENT IN TRANSIT

Geographic Participation: Municipalities

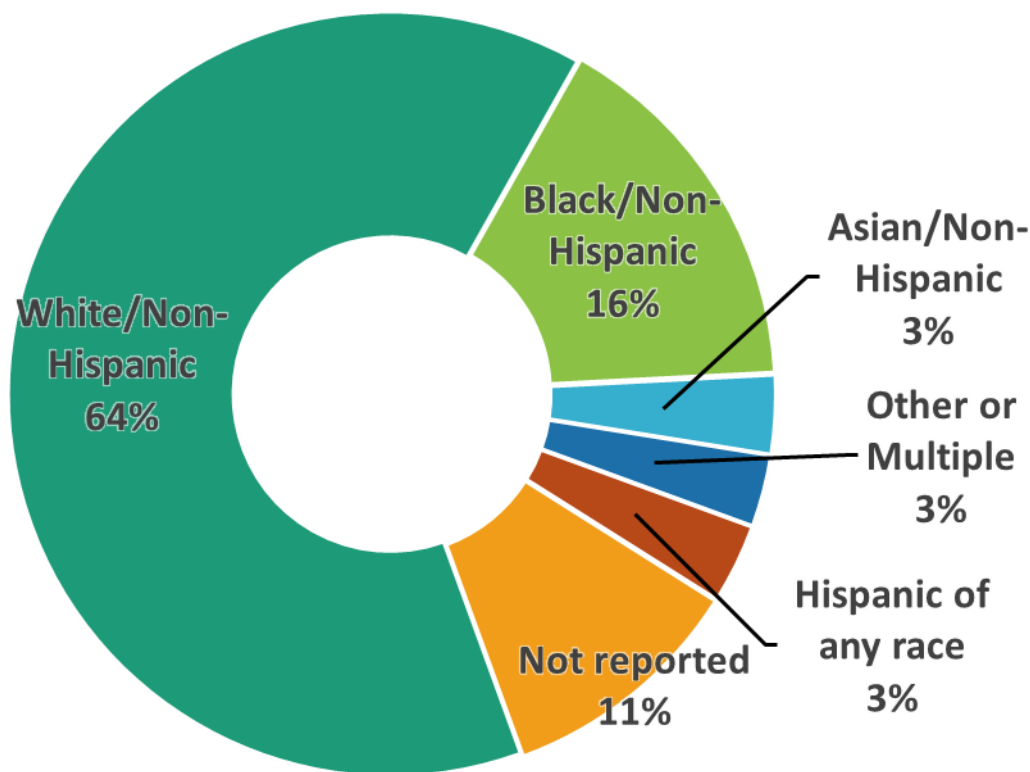


2. What do you see the commuter rail train doing for your community? : Sentiment by Corridor Municipality

	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%

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



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

Participants in the Triangle Area

