



Comprehensive Operations Analysis (COA)

The Town conducted a Comprehensive Operations Analysis (COA) of GoCary fixed route operations as part of the Wake Transit Bus Plan. The COA evaluates public transit services in Cary and the Western Wake region, including Apex, Morrisville, and Holly Springs, and provides recommendations to better serve existing riders, attract new riders and improve productivity.

A Market Analysis component of the COA assesses population and employment density, development patterns and activity centers, travel patterns, and socio-economic characteristics. GoCary service metrics and historical performance data indicate a decline in ridership from 2014-2016, despite a growing population. The COA attempts to identify reasons for this decline and offers recommendations to improve system efficiency going forward.

The Town is obligated to maintain a service standard that indicates operational efficiency and fiscal responsibility in order to maintain Wake Transit funding. Weekday Ridership should be equal to ten or more passengers per revenue hour and Weekday Cost should not exceed \$10.00 per passenger. The charts below show that the Town is not currently meeting the standard in either category.

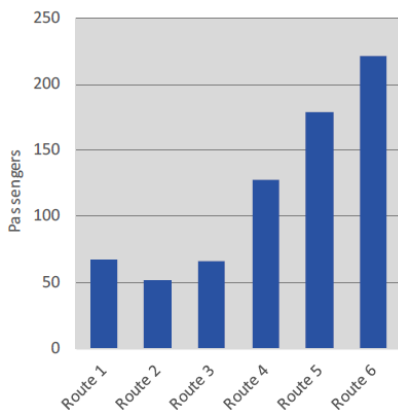
Outreach & Approvals

- July 2018:** Wake Transit Public Outreach
- October 2018:** GoCary Public Outreach
- Nov. 2018:** CAMPO and GoTriangle Bus Plan Approval

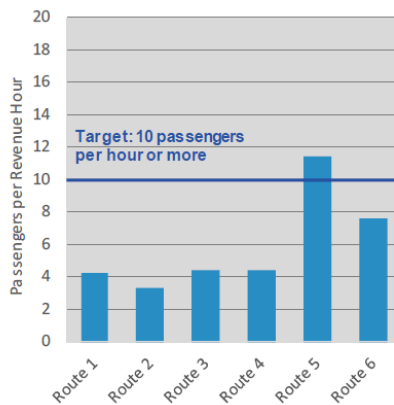
Next Steps

- Jan. 24, 2019:** Town Public Hearing
- Spring 2019:** Begin Improvements to bus stops and Infrastructure.
- Summer 2019:** Begin Route 7 and changes to existing routes.

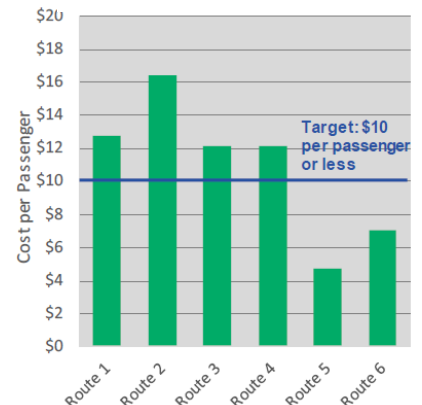
Avg. Weekday Ridership



Weekday Ridership per Revenue Hour



Weekday Cost per Passenger

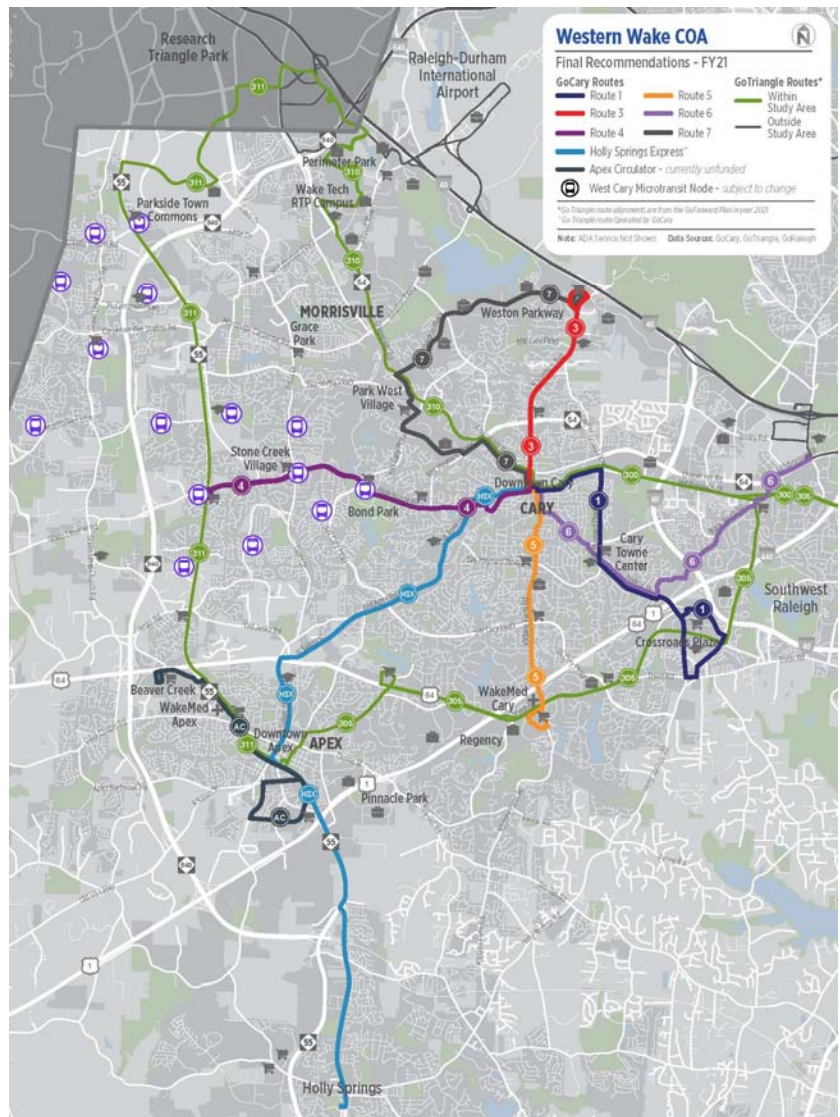


Recommended GoCary Service Changes (Map provided on the reverse side):

- A new **Route 7** will serve Weston Parkway, Chapel Hill Road, Park West Village, Cary Parkway and James Jackson Avenue. In conjunction with this increase in service, **Route 3** will straighten along Harrison Avenue to connect with Route 7 at Harrison Square.
- **Route 6** will provide more direct service from downtown Cary to Cary Towne Center with new service along Walnut Street.

- **Routes 4 and 5** will see only minor changes. The routes will be straightened to improve reliability and address safety concerns. Route 4 will serve the Maynard Crossing shopping Center from a stop on High House Road and will serve the Senior Center at Bond Park on the inbound trip only. Route 5 will serve Walmart from a stop on Tryon Road, where it will also connect with GoTriangle. The Kildaire Farm Express Route will be discontinued due to low ridership.

- The Maynard Loop, while labeled as **Routes 1 and 2** on the existing schedule, is essentially one route with buses traveling in opposite directions at 60-minute intervals. This “loop” will be reconfigured into a single Route 1, which will look different and aligned to increase service. The new Route 1 will serve customers at 30-minute intervals and will connect to the rest of the system at the Cary Depot. This route will also provide more direct service between Cary Town Center, Crossroads Plaza, and other GoCary routes.



- A **Western Wake “Micro-Transit” Pilot** is proposed, with 15 destination nodes providing travel options throughout the region.
- GoCary is also proposed to be the service provider for an **Express Route serving Holly Spring and Apex** during peak travel times Monday thru Friday.

Western Wake COA Public Outreach Top 5 Comments/Concerns (44 Total Comments Received)	
Comment/Concern	Town of Cary Response
Route 1/2 Modification Concerns (10 respondents)	Ridership along the Maynard Loop is the lowest in the GoCary system. Most impacted stops are within a 10-minute walk of other stops.
Route 3 Loop Removal Concerns (6 respondents)	Pedestrian connections will be available on Harrison Avenue for Route 3 and improved on Weston Parkway as part of the new Route 7 service.
Request to Extend Span of Service (5 respondents)	This is being evaluated. If implemented as part of the proposed 2019-2020 changes, it may result in reduced frequencies in the early evening.
General Comments Concerned (2 respondents) Supportive (7 respondents)	In addition to many public input opportunities through Wake Transit and directly by the Town, staff will continue to work directly with riders as changes occur as part of improvements to the system.