



CHAPEL HILL TRANSIT
Town of Chapel Hill
6900 Millhouse Road
Chapel Hill, NC 27514-2401

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www.townofchapelhill.org/transit

CHAPEL HILL TRANSIT PUBLIC TRANSIT COMMITTEE
NOTICE OF COMMITTEE MEETING AND AGENDA
OCTOBER 23, 2025 – 10:00 A.M. to 12:00 P.M.
CHAPEL HILL TRANSIT – VIRTUAL

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6. Adjourn	



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CHAPEL HILL TRANSIT PUBLIC TRANSIT COMMITTEE - MEETING MINUTES

AUGUST 28, 2025 – 10:00 A.M. to 12:00 P.M.

CHAPEL HILL TRANSIT – IN PERSON

Present:

Camille Berry, Chapel Hill Town Council
Chassem Anderson, UNC Transportation and Parking
Chris Dobek, UNC Transportation and Parking
Randee Haven-O'Donnell, Carrboro Town Council
Theodore Nollert, Chapel Hill Town Council

Guest:

Dr. Brian Smith, Go Triangle Executive Director
Tina Moon, Town of Carrboro Planning

Absent:

Cristobal Palmer, Carrboro Town Council
Gordon Merklein, UNC Associate Vice Chancellor, Real Estate & Campus Enterprises
Melissa McCullough, Chapel Hill Town Council
Marie Parker, Town of Carrboro - Assistant Town Manager

Staff present:

Brian Litchfield, Transit Director
Nick Pittman, Assistant Director
Tim Schwarzauber, Business Services Manager
Caroline Dwyer, Transit Planning Manager
Katy Fontaine, Transit Development Manager
Emily Powell, Community Outreach Manager
Henry Shriver, Transit Planner

1. Approval of May 22nd, 2025, Meeting Summary - Approved
2. Dr. Brian Smith, GoTriangle CEO Welcome & Introduction
Dr. Brian shared he is from Virginia but excited to be here in this region. Getting acclimated and learning about the challenges and experiences we are seeing in the area. Talked about municipal boundaries and how Transit helps people navigate life. Transit is about helping people get where they need to go. Wants to work on regional mobility by partnering with the other local transit organizations.
3. Tour of New Vehicles – Orchestrated by Maintenance Division
4. Consent Item
 - A. July Financial Report – Provided to Committee - Approved
 - B. Disposition of Vehicles - Provided to Committee - Approved
5. Discussion Item
 - A. Public Transportation Agency Safety Plan (PTASP) Annual Update – Approved
6. Information Item
 - A. North South Bus Rapid Transit Update – Provided to Committee
Committee member asked for a snapshot of what funds we have in hand vs what we are still trying to acquire.
Committee member asked for acceleration of marketing/promotion in conjuncture with UNC.
Brian highlighted that the Risk Review will provide more information on potential cost increases (for risk mitigation and contract/staff needs).
Brian commented that Federal Funding is still undetermined. We will need a significant amount of Federal Funding to make this project happen.
 - B. Eubanks Park & Ride: Intercity Bus Service Launch – Provided to Committee
Committee member requested details on new routes.
Committee member suggested getting this info to our local high schools.
Committee member is interested if this will be used for game related travel.
Brian mentioned this is being subsidized by NCDOT.
Here is a link to all of NCDOT-supported bus routes:
<https://www.ncdot.gov/divisions/integrated-mobility/public-transit-services/Pages/intercity-bus-service.aspx>
The Piedmont Pass provides service between Raleigh and Asheville, via Chapel Hill. Eastbound trips depart Eubanks Park & Ride at 2:05 PM and westbound trips depart at 1:35 PM, 7 days per week.
Southbound trips to Charlotte (and points south) leave daily at 2:45 PM
Northbound trips to Richmond and beyond leave daily at 2:30 PM
Northbound trips to DC, Baltimore, and New York leave daily at 2:05 PM
7. Departmental Monthly Reports – Provided to Committee
 - A. Operations

Committee member asked about Tripper Services and how that is reflected in the contracts. Brian explained we have not been having to do this much but it is highly monitored for need. Trippers/Extra Service for large UNC Events are arranged and invoiced separately from annual contract. If the need is only for an extra bus or two, we will make that happen.

B. Community Outreach

C. Planning

Committee member talked about the Alamance BRT communicating with Chapel Hill Transit. Alamance made decisions on submitting projects to NCDOT; Chapel Hill does not have input/leverage here. Caroline explained how the NCDOT prioritizing project is currently happening. Communities/Organizations submit projects to request funding. NCDOT then decides what projects will get funding. Committee member wants to ensure we know what is going on and how it may impact us. NCDOT is a potential area for us to get funding for our BRT project. Committee member mentioned potential link on expanding 54 into Alamance County.

Brian mentioned East/West BRT from Burlington through Chapel Hill/Campus and to Durham. This is not currently a plan just a thought for the future.

Conversations seem to be happening at MPO level. Main concern right now is that we don't want potential funding for current projects to be dedicated to idea projects that are not fully thought out regionally.

8. Next Meeting – September 25th, 2025 (10:00 a.m. – 12:00 p.m. – Virtual Meeting)

Brian asked Committee about their interest in continuing in-person meetings.

Committee member proposed an annual in person meeting as there is some value.

Planning the in-person for non-winter months. Suggested Budget meeting or something that brings higher attention/need for discussion.

Committee member sees value in meeting in person for networking and connection.

Committee member mentions that the nature of conversations is different and deeper in person than virtually.

Committee member brought up a sink hole near dental school that needs to be fixed ASAP. This is an NCDOT repair. We can have our staff follow up with NCDOT for a project update. Stop at Health Sciences Library.

9. Adjourn

2A. September Financial Report

Staff Resource: Tim Schwarzauer, Business Services Manager
Nick Pittman, Assistant Director

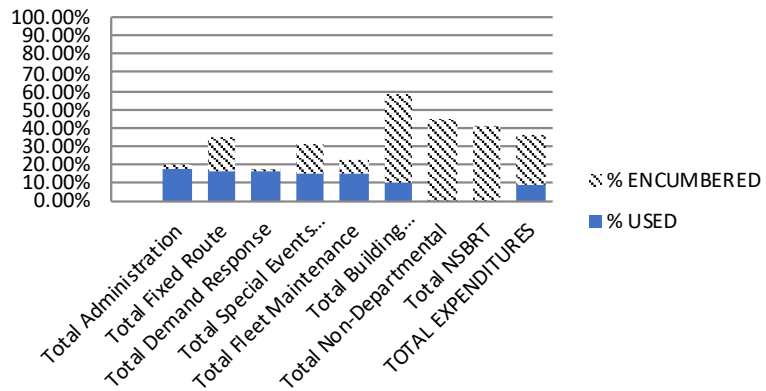
September 2025

- Expenses for the month of September were \$1,681,490. This is an aggregation of expenses and encumbrances for the third month of the fiscal year. It is slightly higher than previous years.
- The revised budget includes carryforward of projects not completed in FY25. This includes LTV purchases, BRT design consultants, and other various projects. We expect to expense funds in October for LTV and Van purchases.
- The attached data exhibits the financial information by divisions and should be a useful tool in monitoring our patterns as the year progresses and is a high-level representation of the data used by our division managers.

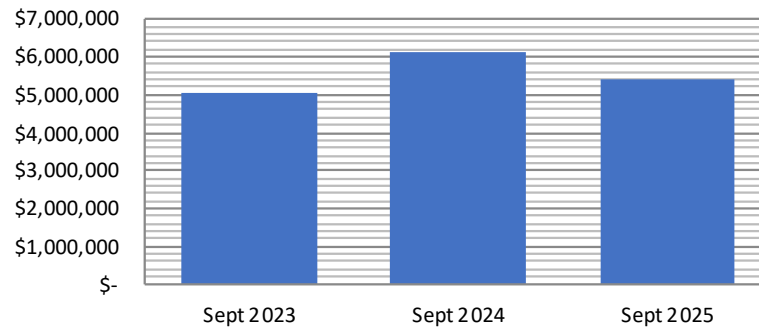
Transit 640 Fund Budget to Actual at end of Sept 2025

	ORIGINAL BUDGET	REVISED BUDGET	ACTUAL YTD EXPENSES	ACTUAL MONTH EXPENSES	CURRENT ENCUMBRANCES	BALANCE AVAILABLE	% USED OR ENCUMBERED Sept 16.67%	% USED
Total Administration	2,705,051	2,708,265	481,004.54	156,402.78	48,749.79	2,178,511	19.60	17.76%
Total Fixed Route	17,915,950	19,852,452	3,265,713.99	968,829.49	3,557,607.43	13,029,131	34.40	16.45%
Total Demand Response	2,906,671	3,408,495	565,361.05	186,700.42	19,920.95	2,823,213	17.20	16.59%
Total Special Events (THX)	317,845	318,056	49,696.35	33,536.05	50,931.88	217,428	31.60	15.63%
Total Fleet Maintenance	5,697,185	5,903,250	885,261.65	305,814.48	447,363.15	4,570,625	22.60	15.00%
Total Building Maintenance	929,213	1,089,546	109,775.33	30,207.68	519,689.34	460,081	57.80	10.08%
Total Non-Departmental	2,184,523	18,295,459	53,379.00	0.00	8,175,838.04	10,066,242	45.00	0.29%
Total NSBRT	4,000,000	6,696,567	0.00	0.00	2,721,567.10	3,975,000	40.60	0.00%
TOTAL EXPENDITURES	36,656,438	58,272,090	5,410,191.91	1,681,490.90	15,541,667.68	37,320,230	36.00	9.28%

CHT Sept 2025 YTD Expenses as % of Budget



CHT Total YTD Expenses - Previous Years Comparison



3A. Holiday Schedule Update

Staff Resource: Nick Pittman – Assistant Director

Background

Each year Chapel Hill Transit staff works closely with our Partners to develop a holiday schedule that provides for adequate levels of service to our customers, is consistent with the Town's holiday policies and allows our employees the opportunity to observe the holidays with their families. Chapel Hill Transit staff will coordinate the distribution of information on our holiday schedules with our Partners. The Partners Committee adopted the following holiday schedule during the February 27, 2025, Meeting:

2025 Holiday Schedule (remaining):

- Thanksgiving Day – Thursday, November 27 – No Service
- Day after Thanksgiving – Friday, November 28 – Sunday Routes (No U or NU) and EZ Rider: 8:15a.m. – 6:52p.m.

Winter Break December 15, 2025 – January 4, 2026: Weekday NU will end at 7:00p.m. and the Saturday/Sunday NU routes will not operate.

- Monday, December 22 – Local Service Only¹, no Express service²
- Tuesday, December 24 – Local Service Only¹, no Express service²
- Christmas Eve – Wednesday, December 24 – Sunday Routes (No U or NU)
- Christmas Day – Thursday, December 25 – No Service
- Day after Christmas – Friday, December 26 – Sunday Routes (No U or NU)
- Saturday, December 27 – Saturday Routes (No U or NU)
- Sunday, December 28 – Sunday Routes (No U or NU)
- Monday, December 29– Local Service Only¹, no Express service²
- Tuesday, December 30– Local Service Only¹, no Express service²
- Wednesday, December 31– Local Service Only¹, no Express service²

2026 Holiday Schedule:

- New Year's Day – Thursday, January 1– No Service
- Friday, January 2– Local Service Only¹, no Express service²
- Martin Luther King, Jr. Day – Monday, January 19 – Sunday Routes (No U and NU) and EZ Rider: 8:15 a.m. – 6:52 p.m.

Notes:

- Sunday Routes: A, CM, CW, D, J, N and NS.
- ^[1] Routes that will operate: A, B, C, CL, CM, CW, D, F, G, HS, J, N, NS, RU, S, T, and U
- ^[2] Routes that will not operate: CCX, FCX, JFX, and NU

3B. NSBRT Update

Staff Resource: Katy Fontaine, Transit Development Manager
Caroline Dwyer, Transit Planning Manager

FTA Risk Readiness Workshop

In September, Transit project staff and design consultants completed a critical Risk Readiness Review with the Federal Transit Administration (FTA) and their Project Management Oversight Contractor (PMOC). This two-day workshop is required for FTA to validate the project's viability and ensure the security of their planned federal investment.

The workshop involved a detailed, cross-disciplinary analysis focused on the following areas:

- Financials: Project staff presented the latest cost estimate, including the local funding commitment and methodology for determining budget contingency.
- Project Controls: Project staff reviewed the current schedule and our comprehensive risk register, focusing on the top potential risks and the specific strategies in place to mitigate them.
- Organizational Capacity: FTA and their PMOC conducted interviews with project staff to assess their experience and qualifications of our team.

Transit Staff are anticipating the initial report from the workshop by the end of the month. The report will directly inform and finalize the project's budget and schedule contingency requirements. This will allow staff to move forward with the request for the Small Starts Grant Agreement later this year.

UNC Coordination

Transit staff and our design team have continued to work closely with UNC and NSBRT's 60% design plans were submitted to UNC for formal review and comments. The Town is seeking to execute an access agreement for the three NSBRT station areas on campus and for two stations located on University-owned property, off campus (i.e., on Martin Luther King Jr. Blvd. near the future Carolina North location). The access agreement was presented to UNC's Board of Trustees in July and was approved to advance towards execution. We expect the agreement to be finalized this fall.

The NSBRT team is also continuing to collaborate with UNC Health and UNC on final details for the two stations on Manning Drive, ensuring multimodal travel remains safe and unimpeded in this critical location. There is a meeting scheduled for the end of the month to discuss the final design comments.

NCDOT Coordination

Chapel Hill Transit executed review and oversight and encroachment agreements with the North Carolina Department of Transportation (NCDOT) for NSBRT in August of 2024. We have worked closely with NCDOT and NCDOT Division 7 staff throughout 60% design, ensuring designs meet and comply with standards for State-maintained roadways. NCDOT staff sit on NSBRT's Technical and Policy Committees, attend project management meetings with the NSBRT design team, participate in bimonthly project calls with FTA, and have recently begun hosting monthly project check-in meetings attended by Transit staff and NCDOT District 7 staff.

Chapel Hill Transit is also excited to partner with NCDOT on a BRT Advisory Committee, to help identify ways for the state to partner with local agencies for future BRTs. As part of this committee, Chapel Hill Transit hosted NCDOT staff for a corridor and facility tour to help educate on our current efforts and identify ways to collaborate further.

Marketing and Communication

The Town's Strategic Marketing and Communications Team have worked closely with Transit staff on NSBRT's branding, outreach and engagement approach and launched a refreshed project website improving access to project information and resources. "Content Matters," a local marketing company, was hired in August 2025 to conduct a branding study, create marketing materials, and develop and implement a marketing strategy to reach a broad cross section of community members. Our first round of project postcards were mailed out in September, with more targeted outreach occurring later in the fall.

Property Acquisition

The 60% design milestone also initiates NSBRT's property and easement acquisition phase. Working closely with the Town's counsel and Business Management Department, Transit staff have negotiated a contract with Hearn Real Estate Solutions to provide all real estate, appraisal, title, and legal services, from property owner notifications to closings.

While staff have minimized project impacts on adjacent parcels as much as possible, the project requires the acquisition of approximately 220 easements and/or rights of way on approximately 120 parcels. Acquisitions are limited to temporary construction easements (87 required), permanent utility/drainage easements (48), and narrow strips of property to accommodate the project's multiuse path (87). There are no "complete" takings, no impacted buildings or structures, and no required relocations of residents or tenants. Less than 3.5 acres of right of way is required along the entire 8.2-mile project corridor.

Transit staff offered and received approval for the required Resolution Authorizing Property Acquisition for NSBRT to Town Council on September 24, 2025. Staff have initiated the kickoff

meeting with Hearn, AECOM and NCDOT to discuss the first phase of acquisition activities (limited to property research, contract administration, and other preparation).

NSBRT Funding

NSBRT’s last comprehensive cost estimate (\$183 million, year-of-expenditure) was calculated in 2023. At the completion of 60% design, an updated and more refined cost estimate was calculated (\$188 million, year-of-expenditure). The net overall increase includes categories with lower cost estimates than 2023 and several cost categories reflecting slight increases. Increased right of way costs are the primary driver of the increase, but this is not unexpected, as 30% design typically provides a very rough estimate of acquisition needs. Recognizing that property acquisition costs are often a “weak link” in project cost estimates, we’ve included a healthy contingency above and beyond what FTA requires projects to carry.

Category	Amount	%
FTA Small Starts Grant <ul style="list-style-type: none"> <i>\$32.5M allocated</i> <i>\$117.5M being requested in 2025</i> 	\$149.5M	79.7%*
Orange County Transit Tax <ul style="list-style-type: none"> <i>\$29.1M committed</i> <i>\$5.8M committed to NS vehicle purchases (FY26) and service increases, reallocating to NSBRT</i> 	\$34.9M	18.6%
Chapel Hill Transit Partners (<i>committed</i>)	\$2.0M	1.1%
Other Local Funds (<i>in progress</i>)	\$1.1M	0.6%
Total Estimated Project Cost (YOE)	\$186M	100%

**Reflects Small Starts program maximum*

NSBRT Next Steps

We anticipate reaching several additional project milestones in the next few months:

- **November-December 2025:** Submit formal request for Small Starts Grant Agreement (SSGA) to FTA

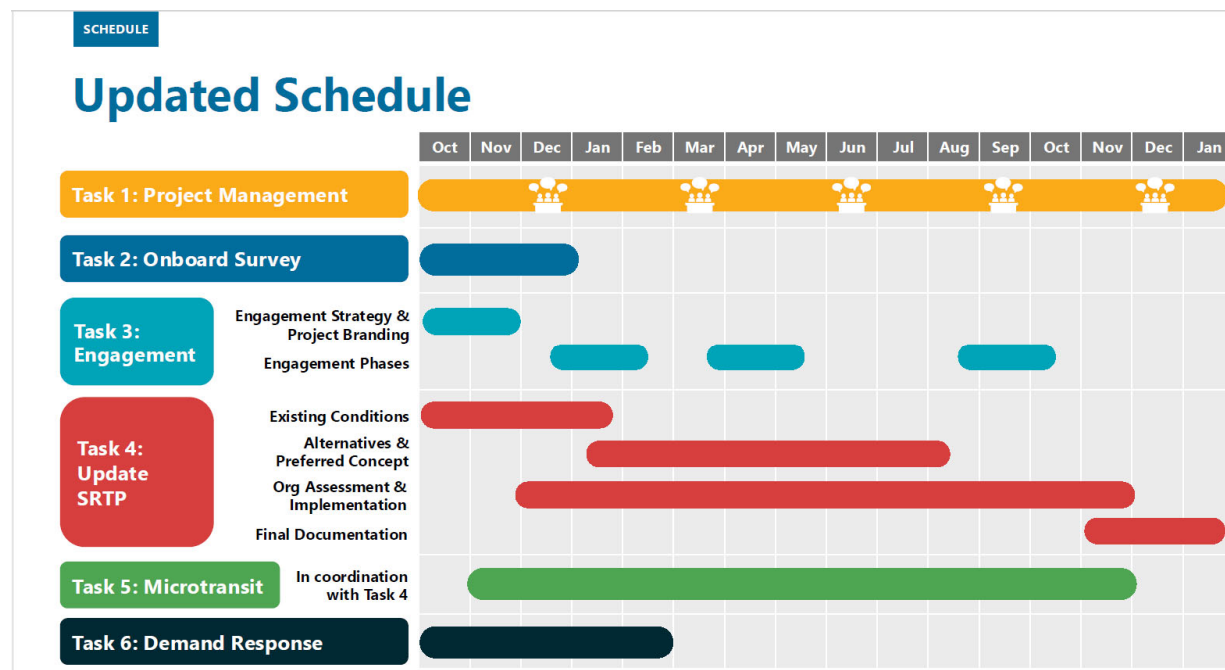
3C. Short Range Transit Plan Update

Staff Resource: Caroline Dwyer, AICP – Interim Assistant Director

Short Range Transit Plan (SRTP) Update

The Partners approved staff's recommendation to move forward with an update to CHT's Short Range Transit Plan (adopted in 2020). The project's budget of \$608,759.71 is funded using a combination of County transit tax revenues and an FTA Areas of Persistent Poverty (AoPP) grant (for the microtransit feasibility study). We finalized a contract with a team led by Nelson/Nygaard in late September and conducted a project kick off meeting on October 9, 2025. Nelson/Nygaard is highly qualified to lead this project. Their team led development of CHT's 2020 SRTP and their team recently produced short range transit plans for GoTriangle and Orange County Public Transportation. Subcontractors include ETC Institute (leading onboard passenger survey activities) and Three Oaks Engineering (leading community engagement and outreach). We expect this project to take approximately 18 months from kick off to plan adoption, with an expected January 2027 completion date. There will be multiple touchpoints with the Partner's Committee, to provide informational updates, to gather feedback on goals and priorities, and to seek the Committee's approval of key plan components.

Project Tasks & Schedule



The SRTP Update's contracted Scope of Work includes six (6) primary tasks (the complete Scope of Work is attached to this agenda item). We anticipate providing updates to the Partner's Committee at key milestones, likely to include onboard passenger survey findings and analysis;

updates to the 2020 SRTP's existing conditions, goals, and priorities; service concepts/alternatives and identifying a preferred service alternative; and the draft and final recommendations and implementation plan. We encourage you to provide additional feedback at any time on process (including engagement and outreach), plan context, findings, and recommendations as the project progresses.

Next Steps

We expect to complete the following tasks prior to the next meeting of the Partner's Committee:

- Draft and final Public Involvement Plan.
 - Identify and invite key local and regional stakeholders to join the project's Technical Advisory Committee.
- Onboard passenger survey (expected to launch the last week in October and last approximately three weeks).
 - Statistically valid survey response goals (based on ridership) are identified for each route (for weekdays, Saturdays, and Sundays) and ETC Institute staff are deployed throughout the CHT system based on these goals.
 - ETC Institute staff conduct all surveys while passengers are onboard CHT buses. Paper surveys are preferred and the survey is designed to be completed during an average trip.
 - Paper surveys are preferred and are available in English and Spanish. We have available a QR code for respondents to access electronic surveys in Burmese, Karen, and Chinese (Mandarin).
- Initiate comprehensive analysis of EZRIDER demand response service, including on-site visit and conversations with key staff.
- Begin updating the 2020 SRTP existing conditions and plan context.

Attachment

- Chapel Hill Transit Short Range Transit Plan Update – Scope of Work

EXHIBIT A

Chapel Hill Transit Short Range Transit Plan Update Scope of Work

The Nelson\Nygaard team and its subcontractors named herein will perform the services described herein to develop an updated SRTP that is implementable, meets the needs of riders and the community, and is coordinated with CHT and the region's upcoming major projects, such as the North-South Bus Rapid Transit (NSBRT) system. Nelson/Nygaard will also complete a microtransit feasibility study and conduct an in-depth assessment of CHT's demand response service and provide recommendations improving performance and customer service. To complete the scope of work, Nelson\Nygaard and its subcontractors will conduct the following tasks and service(s), described in additional detail below.

- Project Management & Administration
- Onboard Customer Survey & Analysis
- Community Outreach & Engagement
- Review & Update Chapel Hill Transit's 2020 Short Range Transit Plan
- Microtransit Feasibility Study
- Demand Response Service Assessment & Recommendations

TASK 1: PROJECT MANAGEMENT & ADMINISTRATION

1A) Project Kickoff and Ongoing Project Management

- Convene a virtual kickoff meeting with CHT to discuss project objectives, key milestones and any revisions to the project schedule, data requests, and the initial tasks.
- Schedule, facilitate, and document virtual biweekly project management meetings with the CHT project team to provide task, schedule, and budget updates.
- Implement a quality assurance/quality control (QA/QC) process over the life of the project, for all tasks and deliverables.
- Provide general project oversight ensuring mutual project goals are met and that all work conforms to sound planning principles.
- Establish and implement productive communication protocols and methods.
- All day-to-day project management and administration.

1B) Project Advisory Committee

- Work with CHT's project management team to convene an effective project advisory committee (primarily staff representing CHT, the Town of Chapel Hill, neighboring transit providers, and other regional and local organizations and interest groups, as relevant). The Advisory Committee will inform the project's direction, review technical and engagement approaches and deliverables, and report back to their organizations about the project.

- Prepare for and facilitate quarterly Advisory Committee meetings conducted at regular intervals over the life of the project and aligned with project milestones. Meetings will be a mix of in-person and virtual convenings (but shall not be “hybrid”).
- Participate in a site visit of CHT’s service area as part of the kickoff Advisory Committee meeting.

1C) Partners Committee and Governing Boards

- Support and help generate “buy-in” from municipal partners and elected officials with regular project updates.
- Prepare for, and deliver, virtual project presentations to update and gather feedback from the Transit Partners Committee. CHT and Nelson/Nygaard shall work together to identify the meetings best suited for updates, in conjunction with project milestones.
- Prepare materials for CHT staff to present the final plan update to the Chapel Hill and Carrboro governing boards.

TASK 1 DELIVERABLES:

- Agendas, materials, and minutes for kickoff and biweekly project management team meetings.
- Agendas, materials, and minutes for six (6) quarterly project advisory committee meetings.
- Presentation materials for four (4) Chapel Hill Transit Partners Committee meetings.
- Final presentation materials for Chapel Hill and Carrboro governing boards.
- Transfer all data and deliverables to CHT at the end of the project.

TASK 2: ONBOARD CUSTOMER SURVEY & ANALYSIS

2A) Survey Management

- Conduct kickoff meeting with CHT to discuss questionnaire design (including translations), sampling plan (including plan to achieve representation/coverage), data collection methodology, operational issues, staffing plans, and proposed schedule of survey activities.
- All day-to-day activities required to collect statistically valid feedback on customer satisfaction, improvement opportunities, socioeconomic characteristics of riders, and travel behavior including origins and destinations.

2B) Questionnaire

- Design a survey instrument allowing CHT to maintain trend comparisons while allowing for comparative data with previous surveys conducted and collect additional items as needed.
- Ensure representation of non-English speaking respondents through survey translation and by deploying bilingual interviewers to targeted routes.

2C) Sample Management

- Work with CHT to set sample sizes (proposal recommends collecting at least 1,760 surveys, including at least 1,600 weekday surveys, reflecting approximately roughly 10% of weekday ridership, and 160 weekend surveys, reflecting approximately roughly 4% of weekend ridership).
- Use ridership and trip data provided by CHT to develop an appropriately weighted sampling schedule.
- Make recommendations for proper sampling including, but not limited to, randomly selected bus runs/duties and tracking completed surveys against average ridership for each route and by service type (i.e., weekday vs. weekend service).
- Develop quotas for each time and route grouping, ensuring a representative sample by time of day.
- Ensure statistical validity for key services and rider subgroupings.
- Develop a sample management plan that achieves adequate representation including goals by route, direction, and time of day (capturing peak vs non-peak ridership).
- Increase and/or reallocate samples to produce statistically valid results at the route level that achieve a minimum margin of error, if required.

2D) Data Collection

- Provide all staff required to administer the survey according to the schedule and sampling plan developed in Task 2C Staff shall always be properly identified and conduct themselves in a courteous and professional manner
- Administer paper surveys to seated customers and offer standing customers the option of scanning a QR code (printed on the back of each interviewer's safety identification placard) to access an online survey. Provide access to the online survey and to translated surveys, as needed/upon request.
- Collect surveys until sampling quotas established in task 2C are met.

2E) Quality Assurance/Quality Control (QA/QC)

- Develop and implement a QA/QC plan for data collection and handling activities.
- Ship completed paper surveys for data entry and results monitoring throughout the data collection phase.
- Review surveys and data as surveys are administered to ensure only completed surveys are included in sampling totals.

2F) Reporting

- Create a report describing the survey methodology and including basic description statistics and analysis.

- Compare survey results to previous survey findings to identify trends and inform SRTP development.

TASK 2 DELIVERABLES:

- Survey kickoff meeting with CHT.
- Draft and final collection instruments meeting all Title VI and federal accessibility requirements and complying with Town communications policies.
- Draft and final sample management plan.
- Survey data (raw and analyzed for trends).
- Draft and final onboard customer survey summary report and data analysis.

TASK 3: COMMUNITY OUTREACH & ENGAGEMENT

3A) Project Branding & Templates

- Develop a unique project branding package for the SRTP Update in coordination with Chapel Hill's strategic communications team including a project name, logo, colors, fonts, and templates for reports, presentations, and engagement graphics.

3B) Engagement Strategy

- Work with CHT to develop an engagement strategy including target audiences, outreach process and activities, materials and translation needs, action steps, a detailed schedule, and communication protocols.
- Ensure engagement strategy reflects and incorporates CHT goals and values including:
 - Education
 - Listening
 - Learning from the community
 - Supporting target customer groups (i.e., those with physical disabilities, people with fewer resources, and people with limited English proficiency).
 - Strengthening stakeholder relationships (i.e., UNC, GoTriangle, surrounding jurisdictions, NCDOT, and community organizations).
 - Promoting transparency and demonstrating how feedback is integrated into the planning process.
 - Clear, accessible communication and graphics using plain language that can be easily translated.
 - Ensure all meeting materials will be created in plain language, limiting the use of transportation jargon to ensure that our plan and processes are easy to understand.

3C) Engagement Activities

- Provide targeted and ongoing opportunities for project feedback through a mix of in-person and virtual/digital engagement opportunities over three phases (Phase 1: Priorities &

Tradeoffs, Phase 2: Potential Alternatives & Anticipated Outcomes, Phase 3: Implementation Roadmap & Draft Plan) including, but not limited to:

- Pop-up events at high ridership bus stops, community gathering places, and in conjunction with already-planned events.
- Focus group meetings to facilitate more in-depth conversations with target audiences identified in the engagement strategy.
- Surveys capturing and tabulating feedback during each engagement phase.
- Digital outreach including a detailed media kit with graphics and content tailored to social media platforms, press releases, and partnership with Transit App to develop multilingual push- and in-app notifications for each phase of engagement.
- Explore other paid digital advertising to target specific demographics or geographic areas (if needed).
- Project webpage to share information and materials and to gather feedback.
- Create and distribute flyers and posters at key community locations (i.e., libraries, senior centers, transit hubs) to raise awareness of opportunities to engage with the project.
- Establish a method for community members to sign up to receive project updates.
- Gather feedback from CHT frontline staff and equip staff with knowledge and information to help spread the word about project engagement.
- Leverage opportunities to engage through ongoing projects, events, and initiatives (i.e., High-Capacity Transit Corridor Feasibility Study, Everywhere-to-Everywhere Greenways Study)
- Document feedback, comments, and responses in an organized and centralized manner.

3D) Outreach & Engagement Summary

- Compile community feedback and stakeholder input into a single report, detailing the engagement efforts conducted in each phase.

TASK 3 DELIVERABLES:

- Draft and final project branding and templates.
- Draft and final engagement strategy.
- Draft and final materials for three phases of engagement.
- Draft and final outreach and engagement summary.

Task 4: Review & Update Chapel Hill Transit's 2020 Short Range Transit Plan

4A) Review & Affirm 2020 SRTP Goals

- Using data, plans, and through directed conversations, assess and document trends and changes in the following factors since the 2020 SRTP was adopted including:
 - Ridership (system-level, route level, and days/times).
 - Agency priorities

- Service levels (i.e., implementation of Sunday service, service reductions due to operator shortages).
- Other projects and capital investments (i.e., NSBRT).
- Present findings and recommendations to the Transit Partners Committee and Project Advisory Committee.
- Facilitate discussions affirming and/or revising the existing SRTP's goals, informing the identification of a final set of plan goals informing subsequent project activities.

4B) Review & Update Local & Regional Existing Conditions & Planning Context

- Review plans and studies adopted/ completed since the 2020 SRTP's adoption (i.e., 2050 Metropolitan Transportation Plan, the Orange County and Durham County Transit Plans, and Short Range Transit Plans from Orange County, GoTriangle, and GoDurham) and update the planning context and integrate local and regional priorities.

4C) Review & Update Transit Demand and Service Data for CHT's Fixed Route & Demand Response Services

- Analyze population, development, employment, activity centers, and socioeconomic characteristics to assess changes in demographics and land use trends, identify SRTP Update focus areas, and update the current and future transit demand in the CHT service area.
- Using recent data (Spring 2025), analyze system characteristics including, but not limited to:
 - Historic and current ridership, productivity, and cost trends.
 - Service availability (days, span, headways), as well as hours, miles, and peak vehicles.
 - On-time performance and average speeds.
 - Service duplication and route complexity.
 - Integration with other transit services (such as Orange County Public Transportation, GoTriangle, and GoDurham)
 - Customer information.
 - Transit App origin-destination data.
 - Onboard survey findings.
- Create maps comparing system ridership and service availability to the underlying transit demand.
- Compare findings to 2020 SRTP analyses to identify trends or changes in service effectiveness.
- Develop detailed profiles for each route and for EZ Rider (static PDF analyses) analyzing route alignment, ridership by stop and time of day, on-time performance and speeds, service productivity, and the major markets and destinations served.

- Identify opportunities for improvement for each route, a starting point for developing service concepts in Task 4D.

4D) Identify & Define Alternative Service Concepts

- In collaboration with CHT, the Transit Partners Committee, and the Project Advisory Committee, develop at least three distinct need-based service alternatives (each reflecting a different theme and weighing the advantages and disadvantages of various service models) including one that maintains the 2020 SRTP service plan. Each service alternative will include, but is not limited to:
 - Maps and graphics showing changes to existing routes and neighborhoods/corridors where service would change,
 - Impact assessments on existing riders and the community
 - Estimated start-up costs, operating costs, and capital costs (vehicles and other capital needs).

4E) Evaluate Alternative Service Concepts & Identify a Preferred Service Concept

- Assess service alternatives using quantitative and qualitative metrics developed in coordination with CHT. Metrics may include, but are not limited to:
 - Access to transit for homes and jobs.
 - Travel times.
 - Fleet and capital needs.
 - Operating and capital costs.
- Gather community and stakeholder input (Task 3 – Phase 2 of proposed engagement approach).
- Use technical analysis, financial constraints, and engagement feedback to develop a Preferred Service Concept including operating and capital costs, operating types, and implementation requirements for each service/ project.

4F) Develop Implementation Roadmap

- Collect, document, and analyze data and information required for CHT's organizational and financial capacity assessments, including:
 - Staff interviews.
 - Existing and near-term future operational, staffing, fleet, and financial capacity.
 - Potential funding sources.
 - Existing and near-term future staffing roles, decision-making processes and workflows, budgeting practices, and resource allocation against service demands.
 - Performance metrics used in agency policies and past plans.
 - Communication tools used with riders, bus operators, Town staff, and elected leaders.

- Compare CHT's departmental structure, staffing levels, and performance metrics against peer agencies with comparable ridership.
- Develop updated operating and capital cost factors based on a review of current agency spending.
- Model the preferred service concept's financial and operational impacts.
- Identify capacity gaps and high-risk areas like fleet planning and schedule integration and recommend solutions to fill gaps.
- Develop a phased, graphic-rich document synthesizing the preferred service concept's implementation elements including clearly defined and prioritized action steps, timelines, key staff and partners, funding sources.
- Work with CHT to identify key performance indicators (KPIs) assessing operational efficiency and ensuring accountability in the implementation of the preferred service concept. These may include, but are not limited to, operations and capital spending, cost per hour of service, cost per rider, riders per hour, and transit access improvements.
- Establish a model and process for regularly monitoring and reporting of performance measures, including instructions for obtaining, updating, and reporting data (including a reporting template), checking future performance against peers, and/or adjusting service over time.
- Use initial KPI assessment to identify areas where CHT performs well, opportunities for improvement, and to help set future targets.

4G) Short Range Transit Plan Update Final Documentation

- Develop an SRTP Update final report documenting the planning process, public engagement, and technical analyses.
- Develop a visually appealing executive summary for a public audience, following the Town's Plain Language Guide.
- Develop presentation materials for the final SRTP Update's adoption (see Task 1C).

TASK 4 DELIVERABLES:

- Draft and final Existing Conditions memo detailing the process and results of Tasks 4A, 4B, and 4C.
- Draft and final Alternative Service Concepts memo detailing the process and results of Task 4D.
- Draft and final Evaluation and Preferred Service Concept memo detailing the process and results of Task 4E.
- Draft and final Organizational Assessment memo detailing the process and results of the organizational capacity assessment in Task 4F.
- Draft and final Implementation Roadmap showcasing Task 4F in a visually exciting manner.

- Draft and final spreadsheet model for tracking KPIs, as a part of Task 4F.
- Draft and final report comprehensively describing the SRTP Update process and findings.
- Draft and final public-facing, graphic-rich Executive Summary.

Task 5: Microtransit Feasibility Study

5A) Existing Conditions

- Use components of analyses conducted in Tasks 4B and 4C to examine potential microtransit markets in the CHT service area, with a focus on the NSBRT corridor. Topics include, but are not limited to
 - Locations with microtransit- appropriate population and employment density.
 - Fixed route service inefficiencies.
 - Gaps in transit service (i.e., no service or not enough service).
 - High demand locations suggested by survey origin/destination data.
 - Demand response performance and ridership trends.

5B) Community Outreach and Engagement

- Incorporate microtransit-specific components into each phase of public engagement (Task 3), including:
 - Microtransit education materials.
 - Microtransit-specific survey questions gauging community perceptions and levels of interest.

5C) Peer Analysis

- Conduct a peer analysis including up to five (5) case studies of microtransit programs with a focus on areas that are demographically and economically like Chapel Hill (i.e., small to medium cities with strong university presence). The case studies will examine:
 - Policies, programs, technology, funding mechanisms, procurement procedures, and operating and capital budgets.
 - The benefits and drawbacks of microtransit services, including, but not limited to effects on ridership, accessibility, cost, and fixed-route transit.

5D) Potential Services and Recommendations

- Work with CHT team to develop recommendations based on the existing conditions analyses, community outreach, and peer analysis findings. Recommendations will include
 - Service design models (i.e., anywhere to anywhere, anywhere to node, node to node) and their key considerations/tradeoffs.
 - Service delivery models (i.e., direct operated, turnkey contracted, hybrid, TNC partnership) and their key considerations/tradeoffs.
 - integration with existing services (i.e., NSBRT, fixed route, paratransit).
 - Microtransit technologies and service platforms.

- Proposed service area and zone(s).
- Evaluation of proposed zones using key metrics including sociodemographic analyses, estimated ridership, access to jobs, housing, and services, riders per hour, average trip distance, vehicle requirements, operating costs, and cost per rider.

5E) Financial and Implementation Plan

- Develop a financial and implementation roadmap including:
 - A clear implementation strategy including action steps and phasing recommendations and setting the service up for long-term success.
 - Steps to integrate microtransit with the existing transit system.
 - Estimated program costs including developing, implementing, and operating microtransit pilot service.
 - Estimated costs for procuring a web-based application for trip requests, vehicle and operator requirements, onboard vehicle needs such as CAD/AVL, maintenance and vehicle replacement, data and connectivity requirements, training, and marketing, promotion, and education.
 - Potential funding sources.
 - Potential risks.

TASK 5 DELIVERABLES:

- Draft and final Microtransit Feasibility Technical Report.
- Public-facing, graphic-rich one-pager communicating Microtransit Feasibility Technical Report findings to non-technical audiences and following the Town's Plan Language Guide.

Task 6: Demand Response Service Assessment & Recommendations

6A) Assess Existing EZ RIDER Service

- Request, compile, and analyze available data and information for EZ RIDER service including, but not limited to:
 - Service description.
 - Supportive infrastructure.
 - Operations documentation, policies, procedures, and practices.
 - Training materials and processes.
 - EZ RIDER's role in the overall organization.
 - Cost performance.
 - Rider information and documentation.
 - Eligibility policies and procedures, the application process, certification, and recertification, including no-shows, late cancellations, and denials.
 - Job descriptions, staffing levels, reporting relationships, and contractor oversight.

- Management and administrative structure.
 - Fleet information (vehicles, mileage, spares).
 - Preventative maintenance, maintenance practices, and accident frequencies.
- Evaluate existing service and scheduling patterns using sampled trip data over a one-week timeframe including:
 - Trip origins and destinations, including mapping top destinations such as medical facilities, dialysis centers, group work sites, major shopping locations, etc.
 - Trip frequency by rider and rider type (e.g., group trips)
 - On-time performance.
 - On-time drop-offs for trips with appointments.
 - Ride times/trip lengths.
 - Productivity.
 - Run structures.
 - Other service patterns (i.e., time of day, day of week)
- Examine and evaluate technology used for EZ RIDER services.
- Conduct a two-day site visit to observe daily operations, interview operations staff and drivers interviews, and conduct other on-site meetings. A schedule will be provided in advance to ensure activities do not disrupt operations. Understand the use and functionality of technology and how different systems work together
- Interview CHT staff who use scheduling software, including call-takers, schedulers, controllers, dispatchers, etc. to observe how they currently use these tools and issues they may see, either with service or with the software. This includes documenting:
 - Current manual processes.
 - Components and capabilities of current technologies, specifically communications systems.
 - Any issues, constraints, and costs associated with operating current technologies and processes.
- Consider capacity, potential efficiencies gained through automation, and opportunities for expansion and/or integration with modern technology.
 - Computer-aided dispatch (CAD)/automatic vehicle location (AVL) software and hardware.
 - In-vehicle and facility camera and surveillance systems.
 - Real-time information systems and display hardware.
 - Automated and mobile reservation systems, including same-day trips and integration of EZ RIDER reservation system with public on demand services
 - Communications technologies
 - Intelligent vehicle technologies (e.g., collision warning).

6B) Review Other Related Service

- Evaluate Senior Shuttle service, including:

- Service policies.
- Routing.
- Ridership.
- Operations.
- Interview Senior Shuttle drivers.
- Evaluate the potential for improved coordination with Chatham Transit, GoTriangle, GoDurham, and Orange County Public Transit’s overlapping demand-response services.

6C) Develop, Document, and Present Recommendations

- Prepare a comprehensive Demand Response Service Assessment and Recommendations report including:
 - EZ RIDER services and policies.
 - Eligibility.
 - Reservations, scheduling, and dispatching.
 - Ridership, performance, and cost effectiveness.
 - Use of technology and opportunities for improvement.
 - Fleet use and needs.
 - Human resources, staffing, and training.
 - Challenges, opportunities, and recommendations for improvements
 - Potential modification to Senior Shuttle routing, schedule, or service policies.

TASK 6 DELIVERABLES:

- Draft and final Demand Response Service Assessment and Recommendations report with easy-to-read, high-quality graphics. Final version will be an accessible PDF.

3D. High Capacity Transit Corridor (HCTC) Study Update

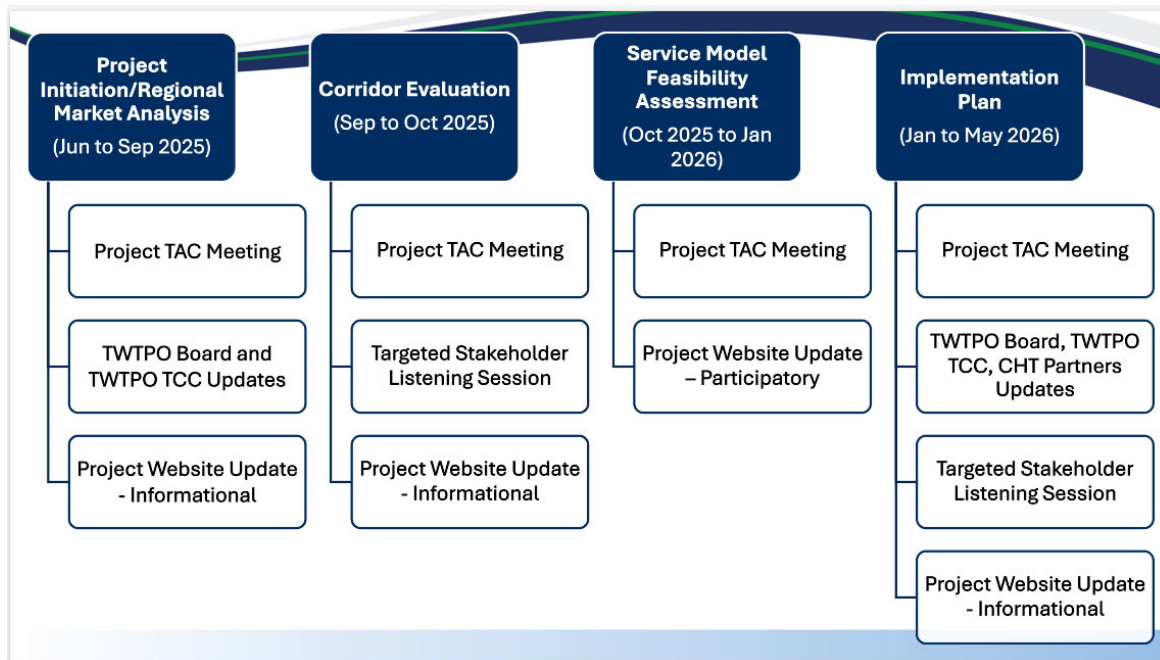
Staff Resource: Caroline Dwyer, AICP; Interim Assistant Director

Chapel Hill Transit High-Capacity Transit Corridor Study

CHT's HCTC Study will explore and identify potential high-capacity transit solutions improving mobility, enhancing travel time reliability, and supporting sustainable growth in Chapel Hill Transit's service area (and beyond). The study was allocated \$300,000 in the FY25 Triangle West TPO UPWP with a 20% local match provided by CHT (\$60,000) and the remaining \$240,000 reflecting federal funding allocated to the TWTPO. In May 2025, VHB was selected to conduct this work, and a contract was executed following a public procurement process. The project is administered by Central Pines Regional Council, as the pass-through agent of the federal funding, and is co-managed by Chapel Hill Transit and TWTPO. The study is expected to be completed in approximately 10 months (May 2026).

Project Scope and Schedule

The HCTC Study kicked off in June 2025. This study is a highly technical analysis to determine screen *potential* projects before taking next steps and before taking potential options to the community. Therefore, we have not incorporated a "general" public outreach and engagement element. Should any of the study's recommendations be advanced, we will develop and execute a meaningful program to engage, inform, and education community members. We have convened a Technical Advisory Committee (TAC) of staff and stakeholders to ensure local and regional goals, priorities, and projects are considered in the analysis. The first of four scheduled Technical Advisory Committee (TAC) meetings was held on September 13, 2025, at Central Pines Regional Council offices and the second meeting will be held virtually on October 21, 2025.



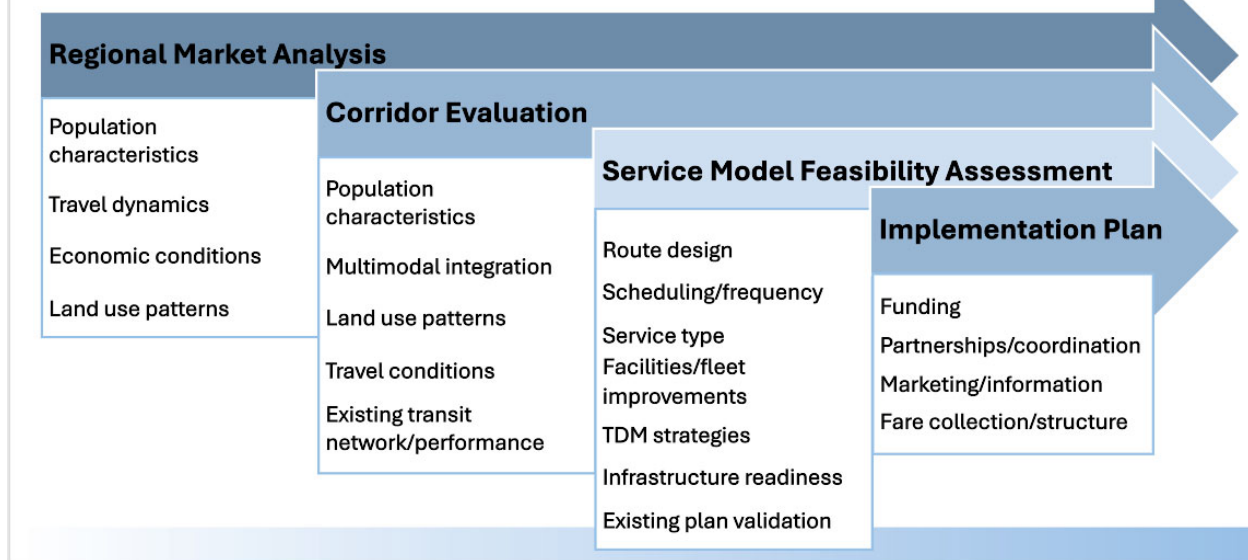
The project's scope of work includes four primary tasks:

- Regional transit market analysis
- Evaluation of candidate corridors
- Service model feasibility assessment (matching corridors with modes or infrastructure, i.e., express bus, BRT, regional mobility hubs, traffic signal priority, queue jumps at signalized intersections, stop/route consolidation, etc.)
- Implementation plan.
- Public information product(s) including a project website (in progress).

Project Progress

Since June, the project team has been focused on the regional market analysis and corridor evaluation tasks. This analysis uses a variety of data to forecast transit demand across the TWTPO region in 2050. Data inputs include socioeconomic data (population characteristics), land use patterns, development trends, economic trends/ conditions, travel dynamics and behaviors, roadway characteristics (i.e., classification, width, congestion), intermodal integration, and existing transit service characteristics.

Screening Approach



These metrics identify the travel corridors that are most “ripe” for high capacity transit modes/infrastructure/service and that we will advance to the next phase of analysis – the matching of high capacity transit service models with candidate corridors.

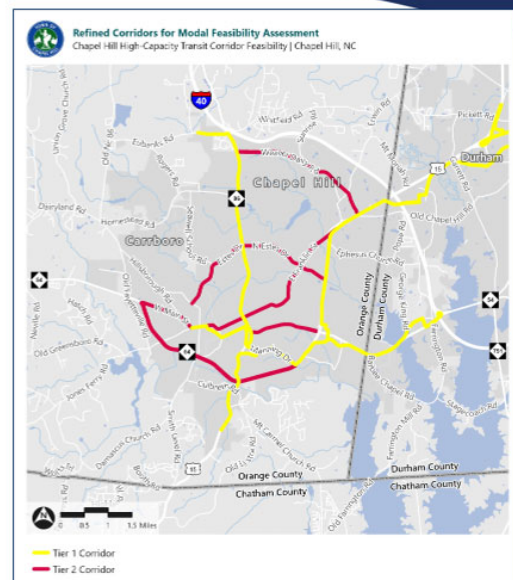
Refined Corridors for Modal Feasibility Assessment

Tier 1:

1. North-South
2. Durham-Orange County
3. Chapel Hill-RTP

Tier 2:

4. US 15 / NC 54
5. Main St / Franklin St
6. Weaver Dairy Rd / Sage Rd
7. Estes Dr
8. South Rd / Raleigh Rd



DRAFT LIST OF POTENTIAL CANDIDATE CORRIDORS

Next Steps

We are currently working on final edits to our project website, which will offer ongoing project updates and a way for interested people to dig deeper into the analyses underpinning the study's recommendations.

The list of potential candidate corridors will continue to be reviewed and refined through additional analysis and conversations with the Technical Advisory Committee. Once the final set of corridors is confirmed, we will advance to the Service Model Feasibility Assessment and, ultimately, the Implementation Plan.

Staff anticipate delivering a full project update presentation for discussion at our next Partner's Committee meeting.

3E. Project Updates

Staff Resource: Katy Fontaine, Transit Development Manager

Bus Stop Improvements

Transit Staff is actively preparing for the next construction phase of the bus stop improvement project. Sites on this package include the floating islands along West Franklin Street, Merritt Mill Road at Manley Estates, and the Carolina Coffee Shop.

In response to recent updates from the Department of Transportation regarding Disadvantaged Business Enterprise (DBE) related to contracting requirements, staff is collaborating with the Business Management Department and the Town's Attorney Office. This collaboration is focused on revising and standardizing contracting templates to best meet current federal guidance. Upon finalization and legal review of these updated templates, the request for bids for this construction package will be immediately posted.

While this bid package continues to move forward, staff are also continuing to work on other future improvements. Design plans identified 27 sites that will require property acquisition, including Collins Crossing, Jones Ferry at Barnes Street, and Wegmans. To help manage this complex phase, Transit has subcontracted with a specialized real estate acquisition firm. This firm is tasked with conducting all necessary negotiations with property owners, identifying opportunities for donation or access agreements, and managing all relevant paperwork and legal documentation.

It is important to note that the real estate acquisition process poses a potential risk for delays in the subsequent construction schedule. Staff is committed to closely monitoring the process and assisting the firm with property owner outreach to mitigate any impacts.

Transit Facility Roof Replacement

Transit Staff is currently developing a scope of work for the replacement of roofing membranes that cover sections of the Transit Facility. The membranes are original and have been failing for several years. Over time, roofing leaks and repairs have occurred, and the roofing surfaces have reached the end of their useful life. Most sections now have a year or less of service life, despite repairs and applications coating solutions, based on reviews by roofing companies and an independent engineering company. We anticipate this cost to be approximately \$500,000 and will utilize the capital funds approved in the FY26 budget process.

4A. Operations

Staff Resource: Joe McMiller, Deputy Operations Manager – Fixed Route
Melisa Patrick, Assistant Operations Manager – Demand Response
Peter Aube, Maintenance Manager
Mark Lowry, Safety Officer

Joe McMiller - Fixed Route

- Sep 29th – Two new Full Time Operators started Training Class
- Oct 4th – Tarheel Express for UNC Football vs Clemson
- Oct 4th – Tarheel Express for UNC Men's Basketball Blue vs White Scrimmage
- Oct 25th – Tarheel Express for UNC Football vs Virginia
- Oct 29th – Tarheel Express for UNC Basketball vs Winston-Salem St
- Oct 31st – Halloween (regular operations)

Melissa Patrick – Demand Response

- On time Performance 89.41%
- Full staff -15 FT Operators, 10 Program Support

Michelle Sykes -Parker – Training Coordinator

- Three Fixed Route Candidates in the Hiring Cue
- 23 new hires since February 8th which remain in the Training Program
- Next Training Classes – October 27, 2025
- Recent Training Areas of Focus
 - Training & Safety Specialist Smith System Refresher
- Keica Hargraves joined the Training & Safety Team w/ 30+ years of experience
- Two New Operator Trainers – Operator Trainer Recruitment - Ongoing
- Two additional team members are now certified as NCDOT 3rd Party Testers, we now have three testers on staff.

Peter Aube - Maintenance

- Demand response ran 36,194 miles in September.
- Non-revenue Gas and Diesel vehicles ran 8,025 miles in September.
- Non-revenue Electric Cars ran 21,390 miles in September.
- Fixed route buses ran 158,518 miles in September.
- Battery Electric buses ran 26,446 miles in September.
- Maintenance performed (115) Preventive Maintenance Inspections in September. (100% on-time).

- Maintenance performed (9) road calls in September, (17,613) miles between road calls for fixed route.
- Maintenance performed (0) road calls in September, (36,194) miles between road call for demand response.
- Maintenance continued interior major cleaning /Stripping waxing floors previously completed by Vendor.
- Maintenance completed inspections and installation of radio, MDT'S and software configuration on three of five LTV'S and placed into Service.
- Maintenance worked with vendor on phase three bus charger installation, currently 75% complete, waiting on equipment to finish install.
- Maintenance team worked Replaced Engine in Bus 1302.

Mark Lowry-Safety Officer

<u>Division</u>	Sep-24	Sep-25
<u>Fixed Route</u>		
Preventable	1	3
Non Preventable	5	0
<u>Demand Response</u>		
Preventable	0	2
Non Preventable	0	0
<u>Maintenance</u>		
Preventable	0	0
Non Preventable	0	0

4B. Community Outreach

Staff Resource: Emily Powell, Community Outreach Manager

EVENTS: EMPLOYEE ENGAGEMENT AND CUSTOMER EXPERIENCE

Nate Helms, Commute Solutions Specialist, represented Chapel Hill Transit at the UNC Football Sustainability Game. He set up at the Friday Center Tar Heel Express and 56 people pledged to swap a car ride with a bus trip, biking, or walking.



The Recruitment Team, a rotating representation of Operations, Training, Human Resources, and Admin personnel, has been busy at job fairs and spreading the word about our open positions.

We've had good success recently finding trainees from the local area, and face-to-face or word-of-mouth recruitment is our most successful channel. While this takes a little more energy and time, it allows us to pitch the intangibles of working at Chapel Hill Transit.



Operator Jerry Leathers at Carrboro In Motion on October 11, 2025.



The Town is celebrating Employee Appreciation Month in October. For our Operators, many of the planned activities are during their working hours, but to make sure they still feel valued this month we brought a great meal to them with options for everyone's schedule.

We also celebrate our team in March for Transit Worker Appreciation Day.

COMMUNICATIONS

Eye-catching vinyl decals have been installed in most shelters, the rest are waiting on a reprint of the footer. This flexible signage choice complements our digital real-time boards and provides customers with links to our website and the Transit app.



The Transit app sends monthly data updates. This month, it reports 14,406 unique users, including 905 new users downloading the app for the first time. This is important as we lean into using the app as a primary channel for communicating with customers and fully utilizing all the tools it offers -like alerts for service changes; and, more users means more crowd-sourced real-time information for customers. Notable from the report this month include that nearly 80% of respondents rated their trip as 5 stars.

CURRENT WORK

Applications for the Community Outreach Internship close on Friday, October 17th. We're excited to add another energetic, creative, and capable mind who will work on inventorying our outreach and marketing assets, creating social media, and staffing events.

Seeing trends of feedback regarding customer service challenges, we will begin adding a customer service module to the monthly Operations Safety meeting. These short lessons will be engaging and applicable for Operators and based in best practices learned from across public transit and other industries focused on service.

On November 1, Saturday, Transit Operations Supervisors, Training and Safety Specialists, Maintenance Supervisors, and other selected personnel will attend a one-day session of Smart Leaders, Smarter Teams by Roger Schwarz. This leadership framework has been adopted by the Town to create stronger working relationships and improve organizational performance. Offering this to our team affirms our commitment to their professional development and works towards our departmental goals around teamwork and leadership.

4C. Planning

Staff Resource: Caroline Dwyer, AICP -- Interim Assistant Director

Ridership Milestone

Chapel Hill Transit served over 500,000 trips in September. This is the first time since the pandemic that we have exceeded a half-million trips in one month. This milestone is evidence of transit's critical role in our community and is the result of the sustained commitment and contributions of our front line staff and the advocacy of our elected leaders and funding partners.

A Route Detour

CHT is implementing a long-term detour on the A Route when the W. Rosemary St. OWASA project commences on November 3, 2025. This work is expected to last approximately 18 months. The detour plan accommodates street closures while preserving transit access. Expect to see stop closures and the installation of temporary stops.

North South Bus Rapid Transit (NSBRT)

See item 3B for a comprehensive update on NSBRT.

Short Range Transit Plan Update

See item 3C for a comprehensive update on the SRTP Update.

High Capacity Transit Corridor Study

See item 3D for a comprehensive update on the High Capacity Transit Corridor Study.