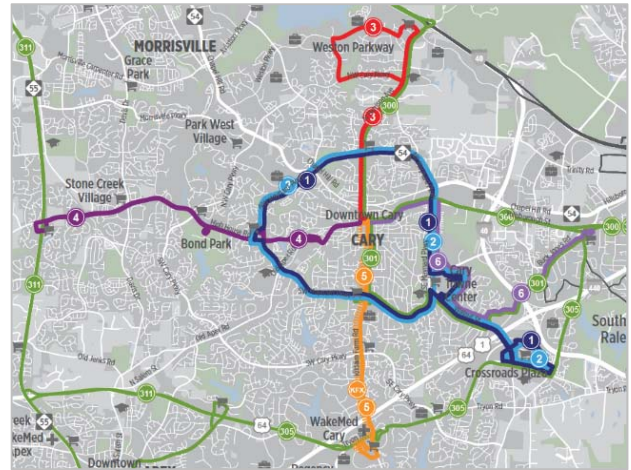
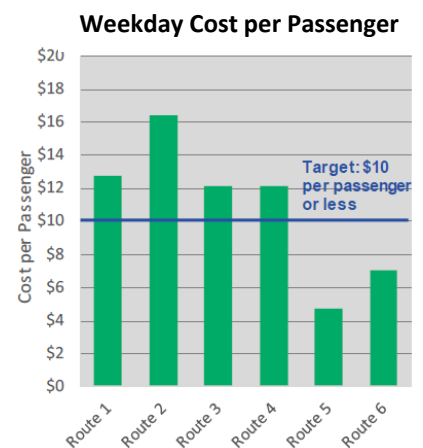
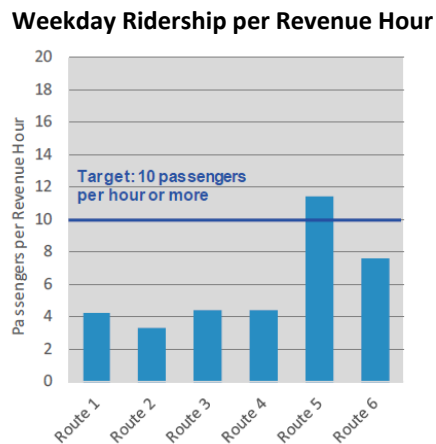
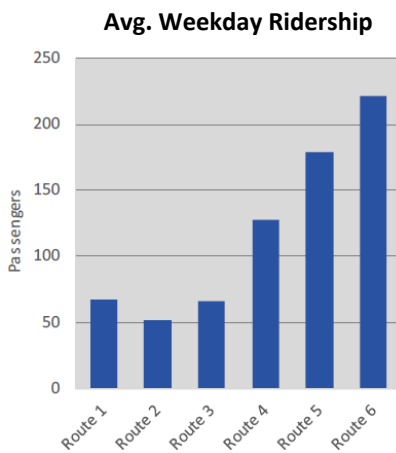


The Town conducted a Comprehensive Operations Analysis (COA) of GoCary fixed route operations as part of the Wake Transit Bus Plan. The COA evaluates public transit services in Cary and the Western Wake region, including Apex, Morrisville, and Holly Springs, and provides recommendations to better serve 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 show 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. The COA presents service change options aimed at correcting this.



## Proposed Service Changes

- Route 1: Provide more direct service between Crossroads Plaza and other GoCary routes.
- Route 2: Remove from service.
- Route 3: Straighten route to remove duplicate service along Weston Parkway.
- Routes 4 & 5: Minor changes to straighten the routes, improve reliability and address safety concerns. Remove KFX from service.
- Route 6: Provide more direct service from downtown Cary to Cary Towne Center, with new service along Walnut St.
- Route 7: New route serving Weston Pkwy, Chapel Hill Rd, Park West Village, Cary Pkwy and James Jackson Ave.