



Apex Transit Prioritization Study Update

June 10th, 2025

Project Overview

- Purpose:
 - Develop priorities for the improvement/expansion of public transit services in Town in the near term (0-5 years)
- Primary Outcome:
 - List of prioritized recommendations, accepted by Town Council
- Secondary Outcome:
 - Implementation plan for project development, funding applications, etc.

Main Tasks

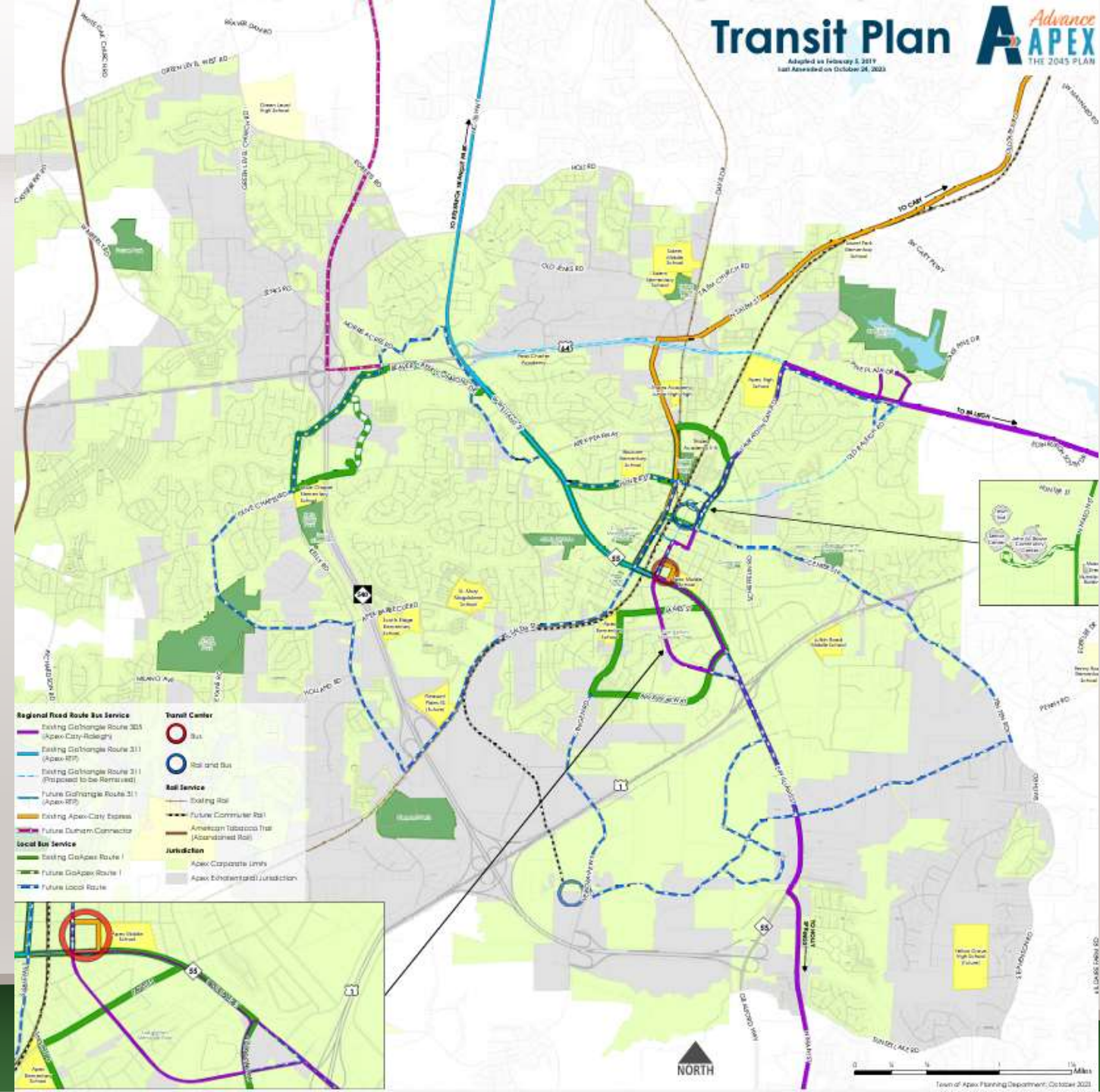
Review Existing
Plans

Gather Public
Feedback

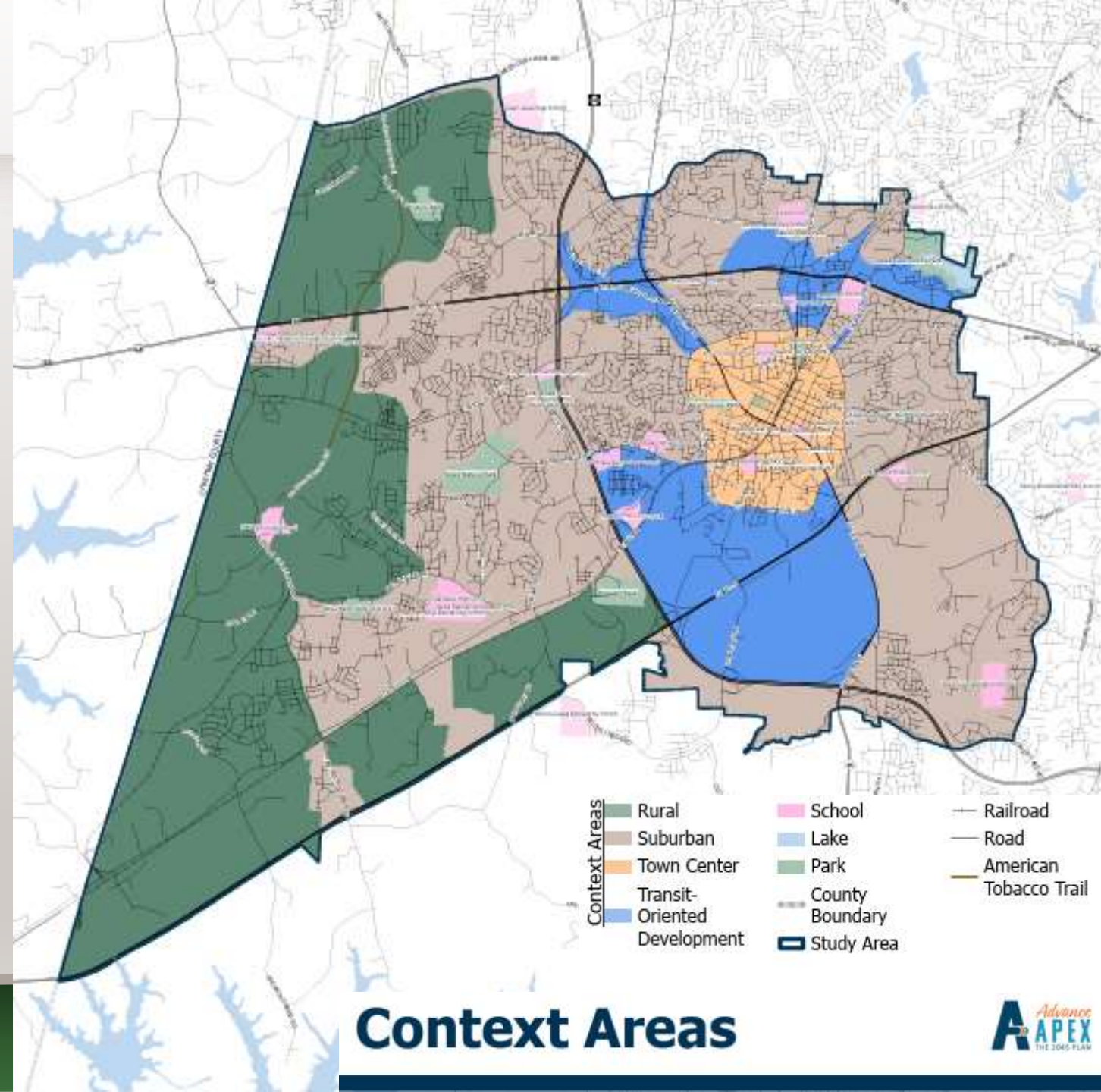
Analyze Options

Develop
Recommendations

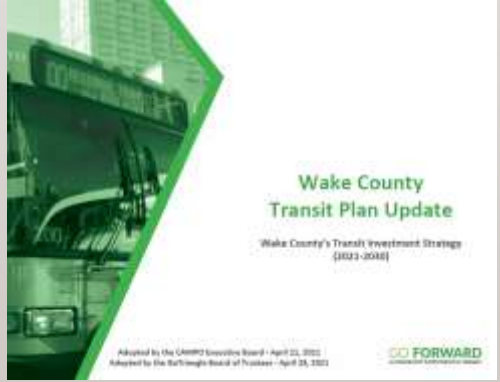
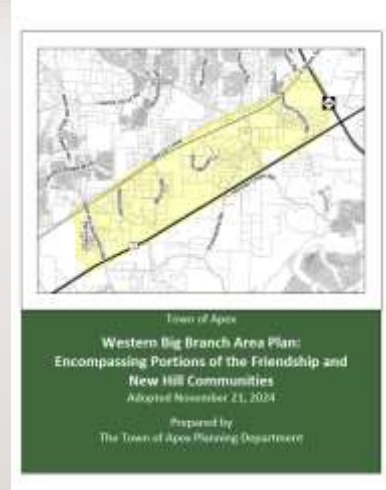
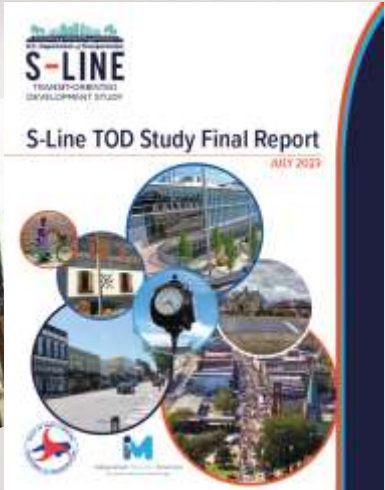
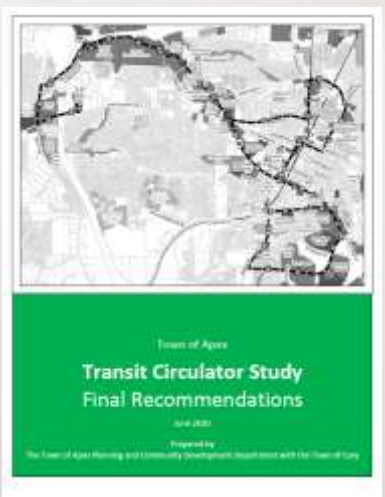
Existing Plans



Existing Plans



Existing Plans – Local and Regional



Gather Public Feedback



Online Survey

April-May 2024

Complete – 920 participants



Onboard Survey

May 2024

Complete – 41 participants



**Planned Public Comment
Period**

Summer 2025

To be completed

Staff also sought feedback from the Apex Transit Advisory Committee, as well as other Town staff and stakeholders

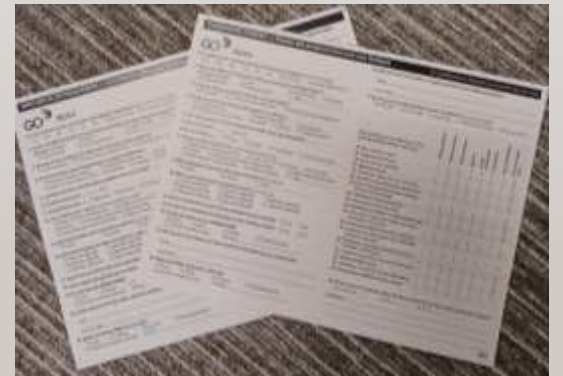
Gather Public Feedback – Online Survey

- Most preferred options for improvement/expansion:
 - tie for “Add a new local bus route” and “Increase frequency of service on GoApex Route 1”
 - Followed by “Complete improvements at GoApex bus stops” and “Increase span of service on GoApex Route 1 (nights/Sundays)”
- Most important destination:
 - Downtown
 - followed by retail areas with superstores, and parks
- Highest ranked target populations to serve:
 - Low-income residents
 - Seniors
 - People with disabilities
- Most important factors “required for me to consider riding”:
 - Feeling of safety and security at the bus stop
 - Feeling of safety and security in the vehicle
 - Safe and convenient walking path to the bus stop and destination
- Other important factors were:
 - Reliability/on-time service
 - Short distance from bus stop to home and destination
 - Frequent service (30 minutes or shorter)

Gather Public Feedback – Onboard Survey

Customer Usage

- 63% reported that they rode 4 or more days a week
- 64% reported their usual trip purpose was “work”
- 65% reported that they did not have a car available
- 37% reported transferring to GoCary and/or GoTriangle routes



Gather Public Feedback – Onboard Survey

Demographics

- 52% reported a household income under \$40,000
- 13% reported that they have a disability that prevents driving
- 11% reported using a language other than English at home (and 6 additional customers declined to take the survey due to limited English or Spanish proficiency)
- 27% reported being age 24 or younger (and several riders were not approached to take the survey as they appeared under age 18)
- 25% reported being age 59 or older

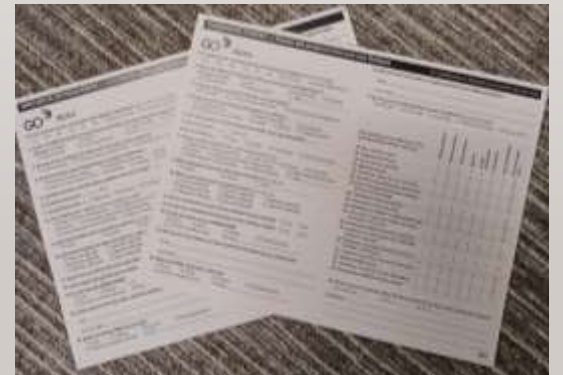


Figure 20 Customer Satisfaction - Three Levels

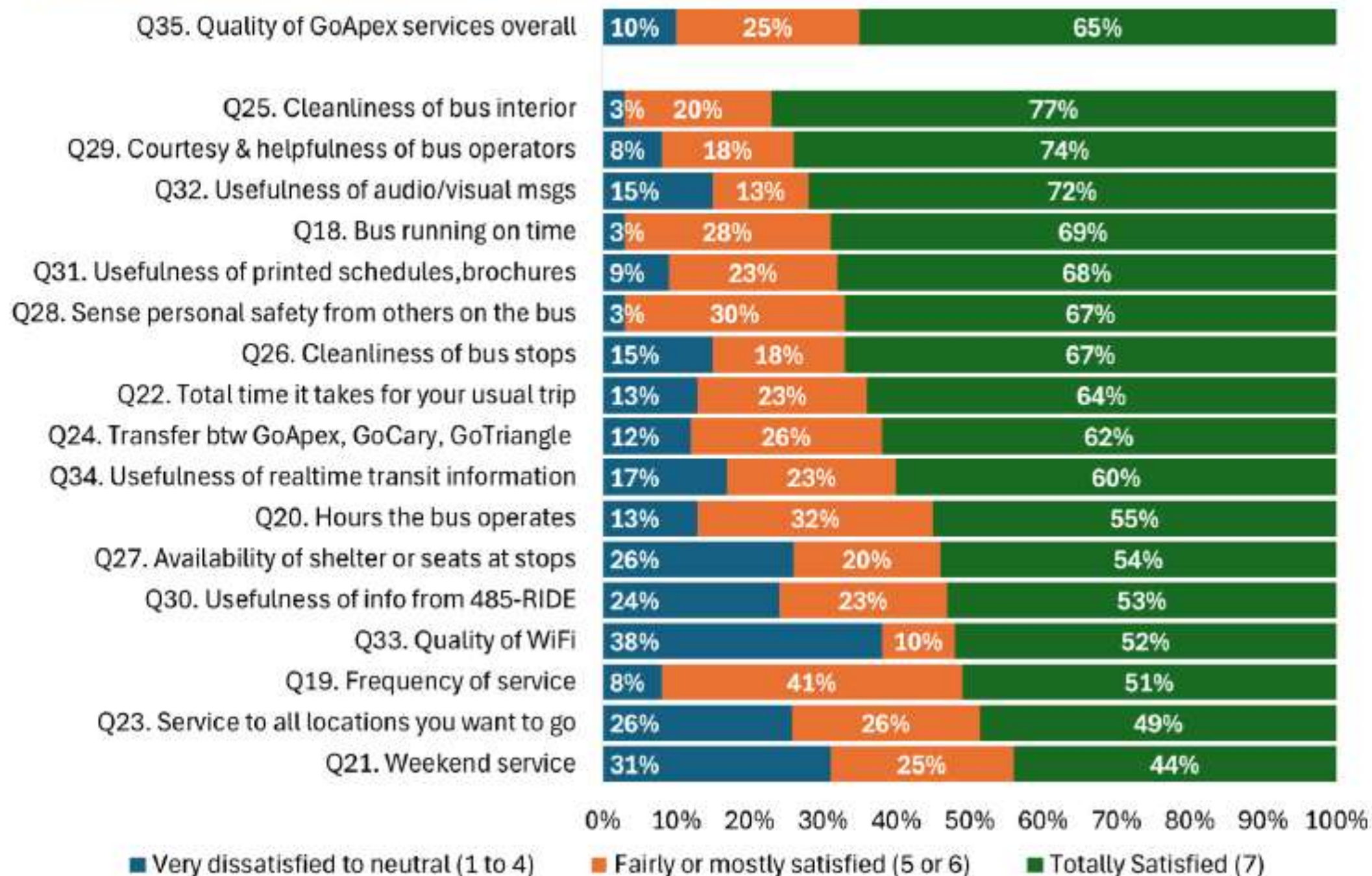
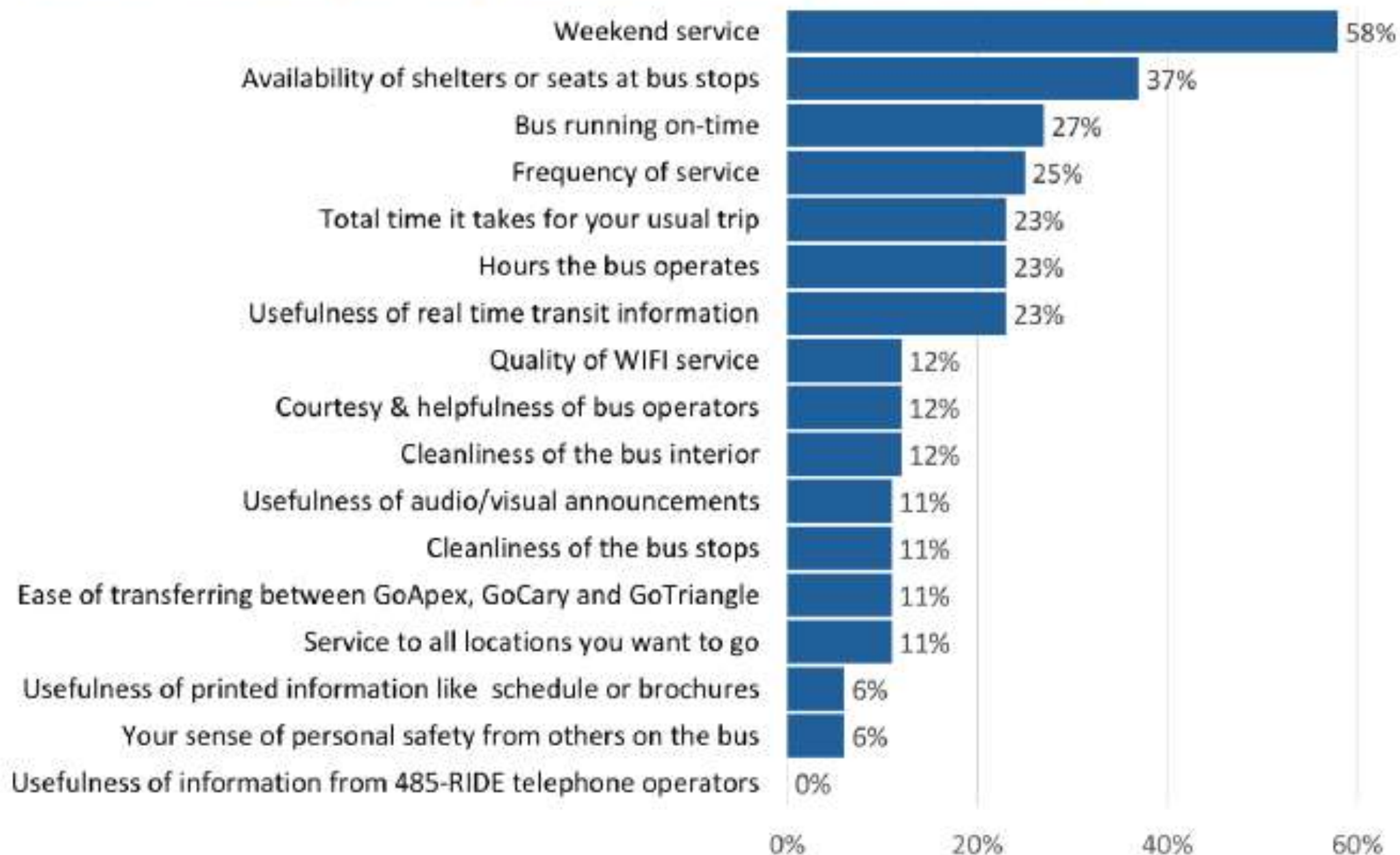


Figure 21 Which Aspect of Service Are Most Important to Improve?



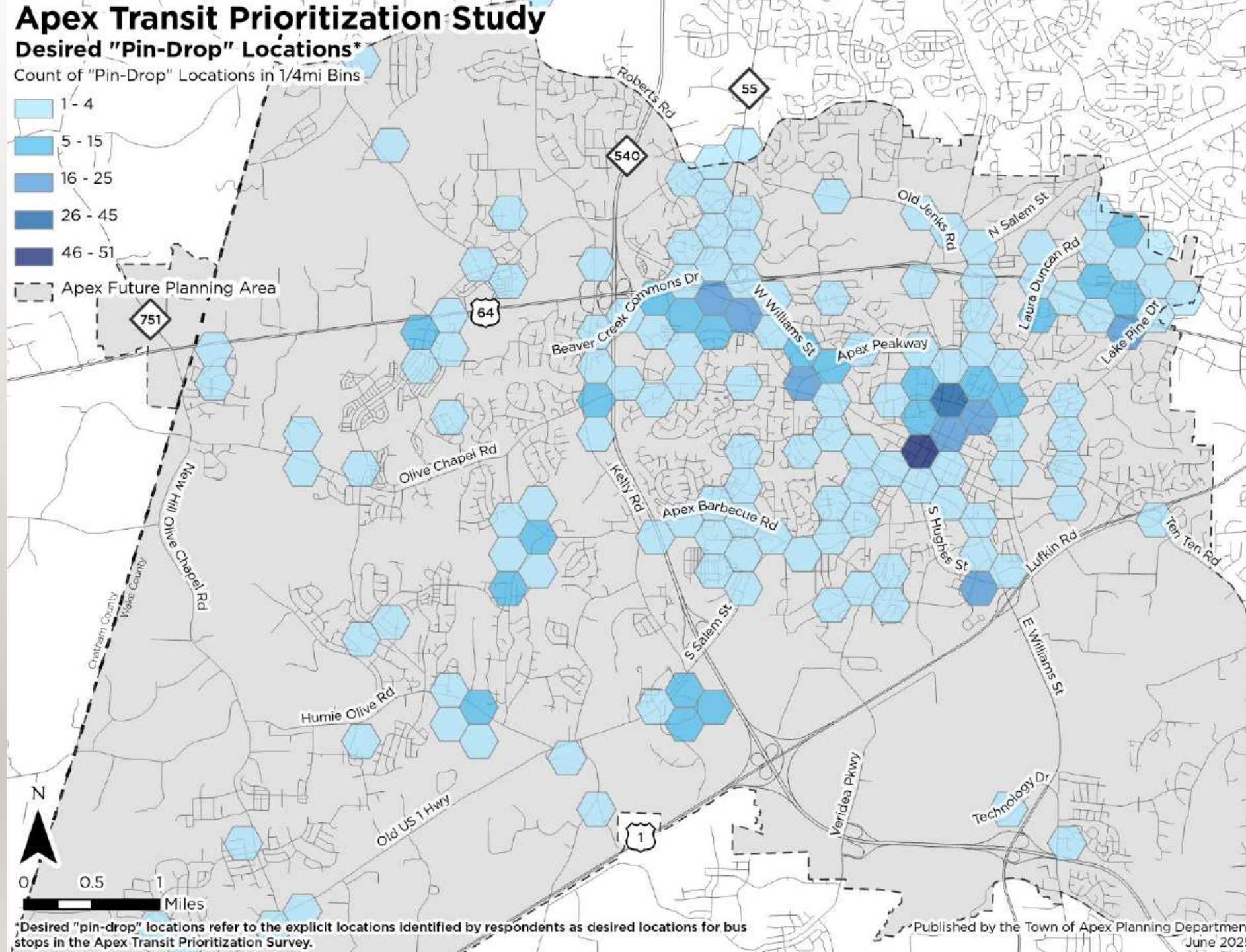
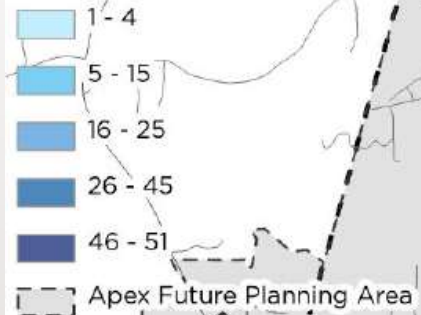
Analysis

- Along with the public feedback and planning context, Staff considered various qualitative and quantitative factors to develop initial routing options:
 - Key destinations
 - Jobs and population
 - Connectivity to regional transit
 - New bus stops needed
 - Run time/vehicles needed
 - Projected costs (high-level)
 - Logistical feasibility
- Based on those factors, Staff narrowed the options down to future fixed-route concepts, as well as other project recommendations

Apex Transit Prioritization Study

Desired "Pin-Drop" Locations*

Count of "Pin-Drop" Locations in 1/4mi Bins



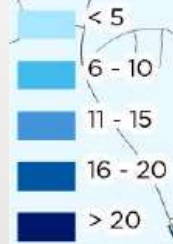
*Desired "pin-drop" locations refer to the explicit locations identified by respondents as desired locations for bus stops in the Apex Transit Prioritization Survey.

Published by the Town of Apex Planning Department
June 2025

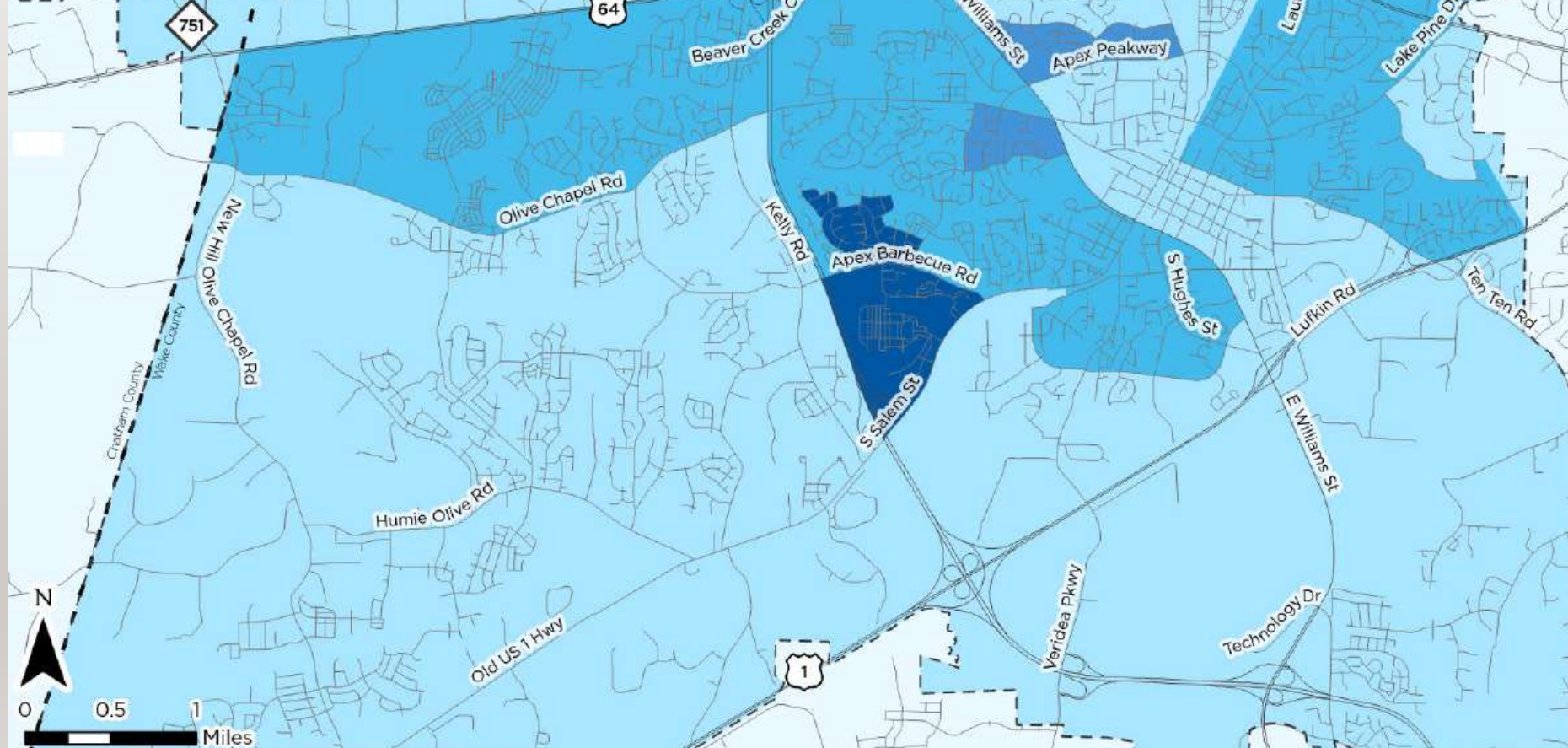
Apex Transit Prioritization Study

Projected Population* by Block Group

Projected Population* Per Acre
by Census Block Group



Apex Future Planning Area



Published by the Town of Apex Planning Department, June 2025

*Projected Population by Block Group was calculated using a combination of ACS 2019-2023 estimates and an internal residential pipeline. Developments that were approved on or after July 1, 2023 and Rezoning Petitions that are approved but currently do not have an active development were used to approximate the residential pipeline with deliveries by 2030.

Apex Transit Prioritization Study

Projected Jobs*

Projected Jobs* per Acre

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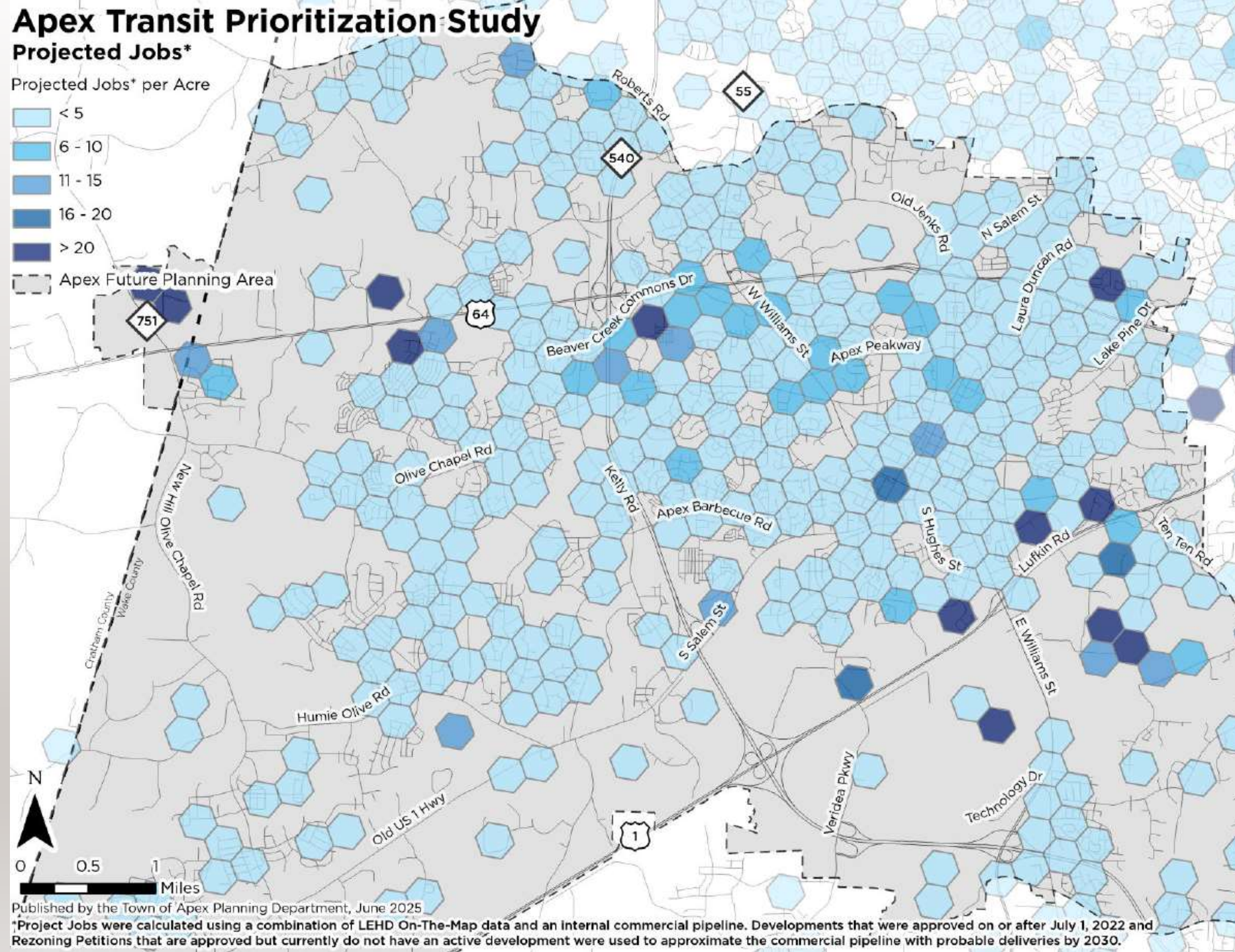
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11 - 15

16 - 20

> 20

Apex Future Planning Area

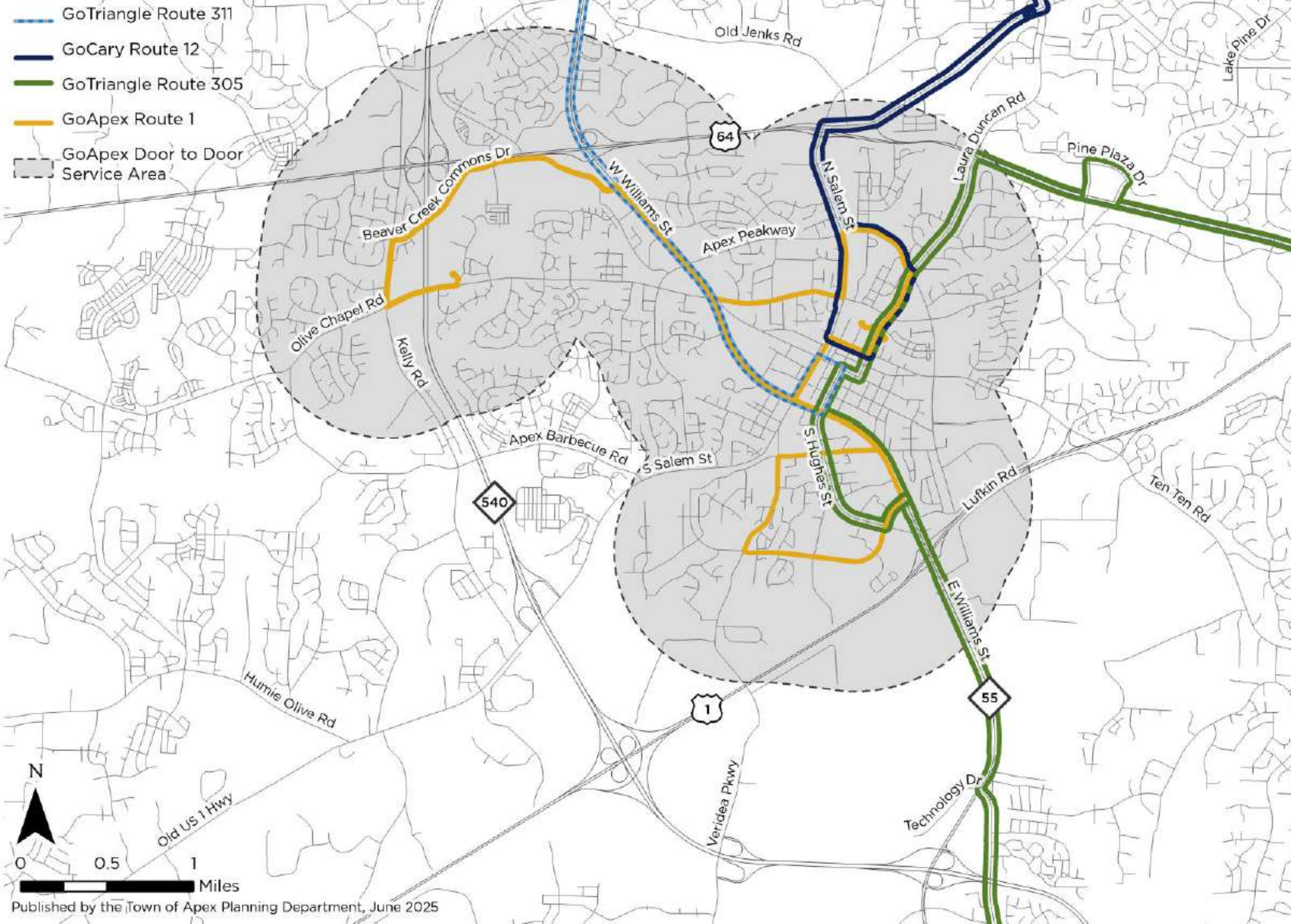


Published by the Town of Apex Planning Department, June 2025

*Project Jobs were calculated using a combination of LEHD On-The-Map data and an internal commercial pipeline. Developments that were approved on or after July 1, 2022 and Rezoning Petitions that are approved but currently do not have an active development were used to approximate the commercial pipeline with probable deliveries by 2030.

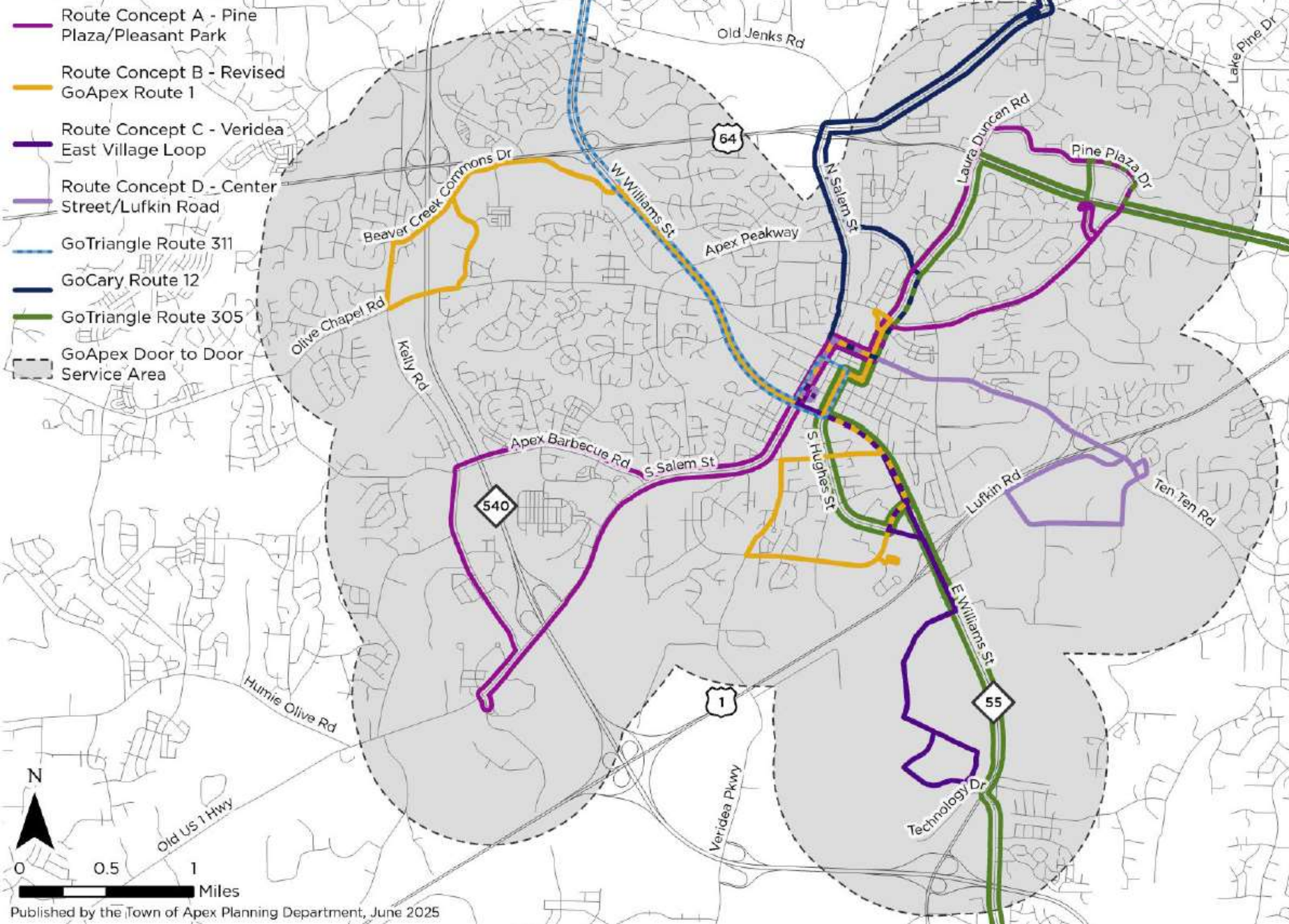
Apex Transit Prioritization Study

Expected Regional Transit Buildout through Fiscal Year 27



Apex Transit Prioritization Study

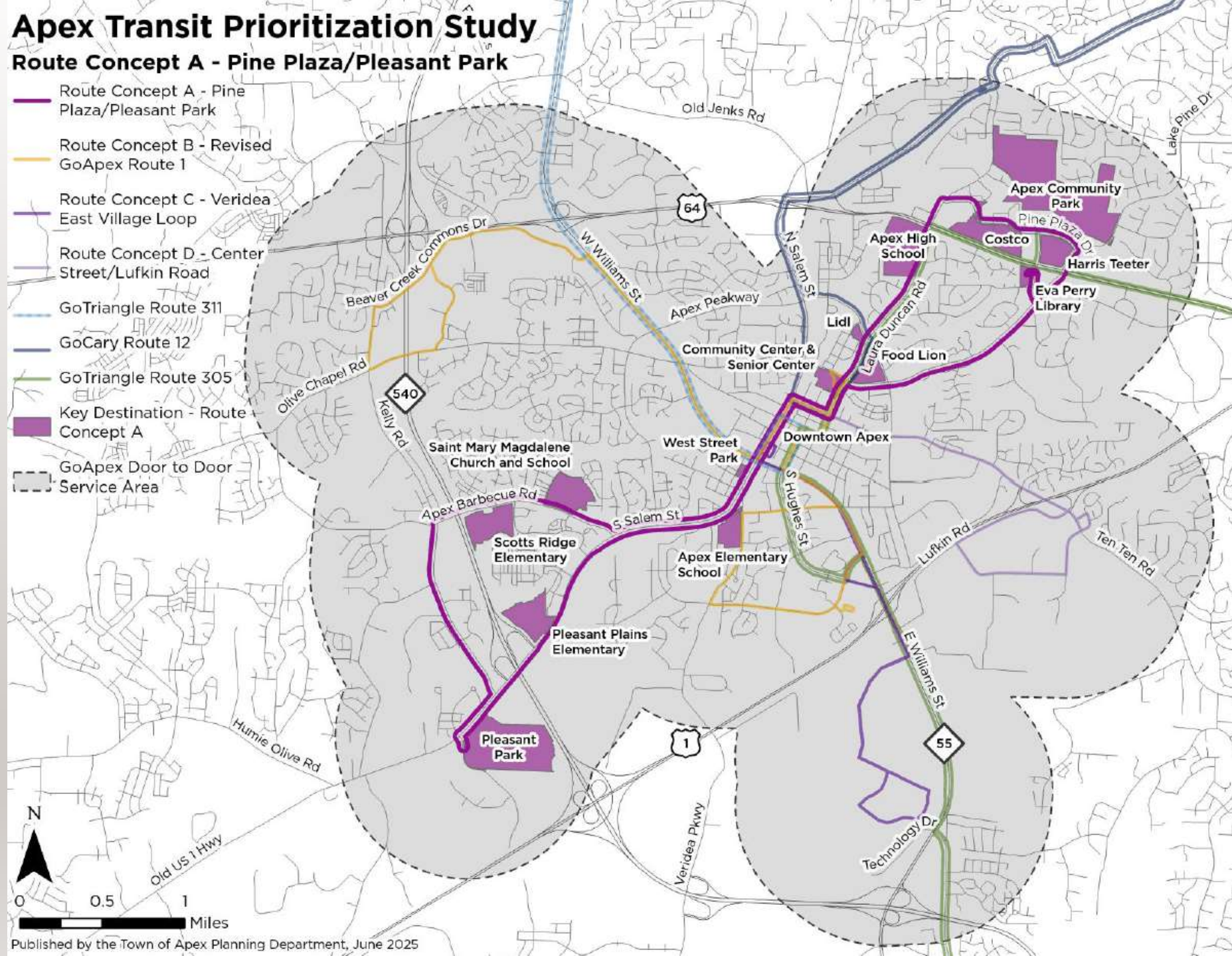
Proposed Routing Concepts and Expected Regional Transit Buildout through Fiscal Year 27



Apex Transit Prioritization Study

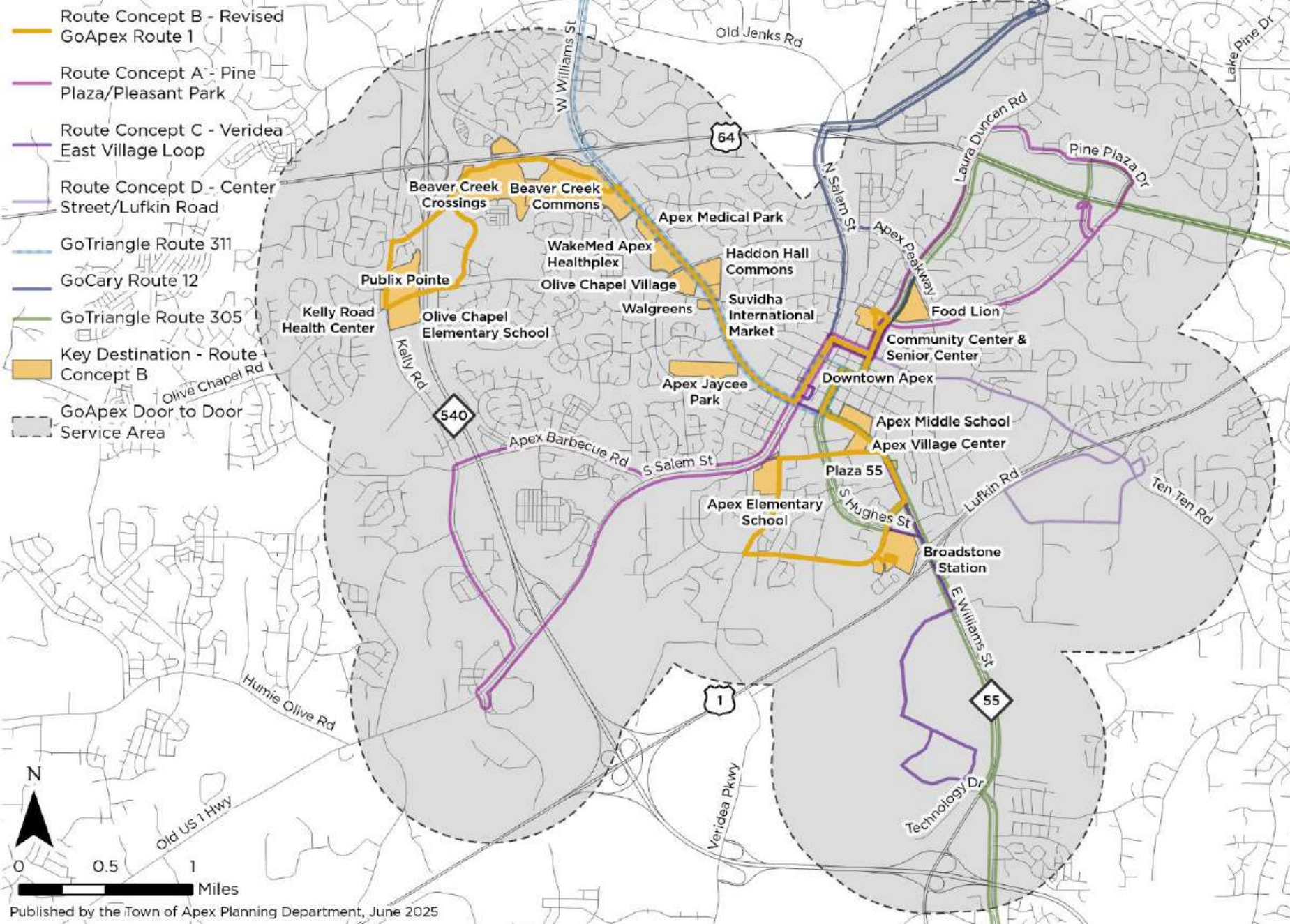
Route Concept A - Pine Plaza/Pleasant Park

- Route Concept A - Pine Plaza/Pleasant Park
- Route Concept B - Revised GoApex Route 1
- Route Concept C - Veridea East Village Loop
- Route Concept D - Center Street/Lufkin Road
- GoTriangle Route 311
- GoCary Route 12
- GoTriangle Route 305
- Key Destination - Route Concept A
- GoApex Door to Door Service Area



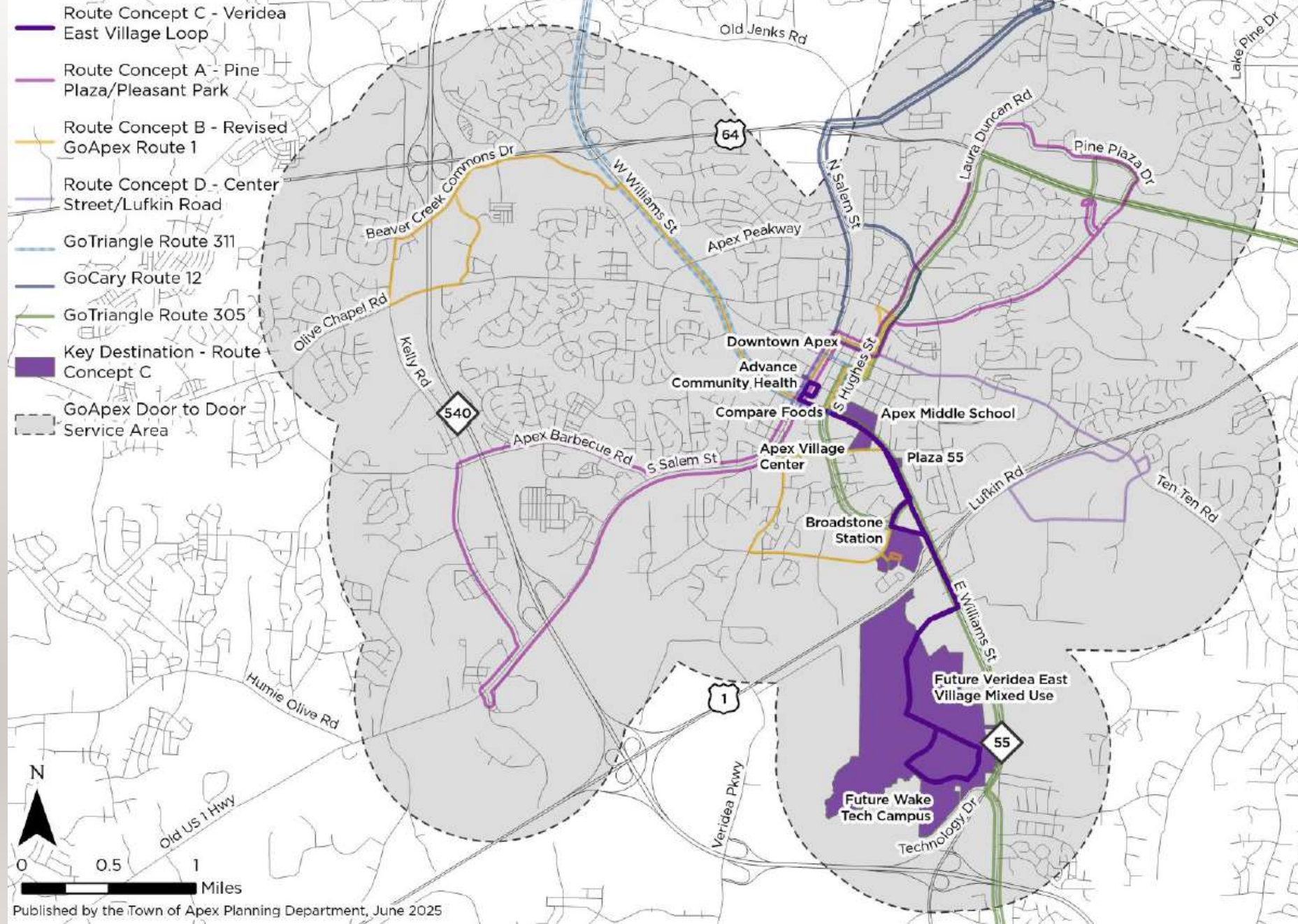
Apex Transit Prioritization Study

Route Concept B - Revised GoApex Route 1



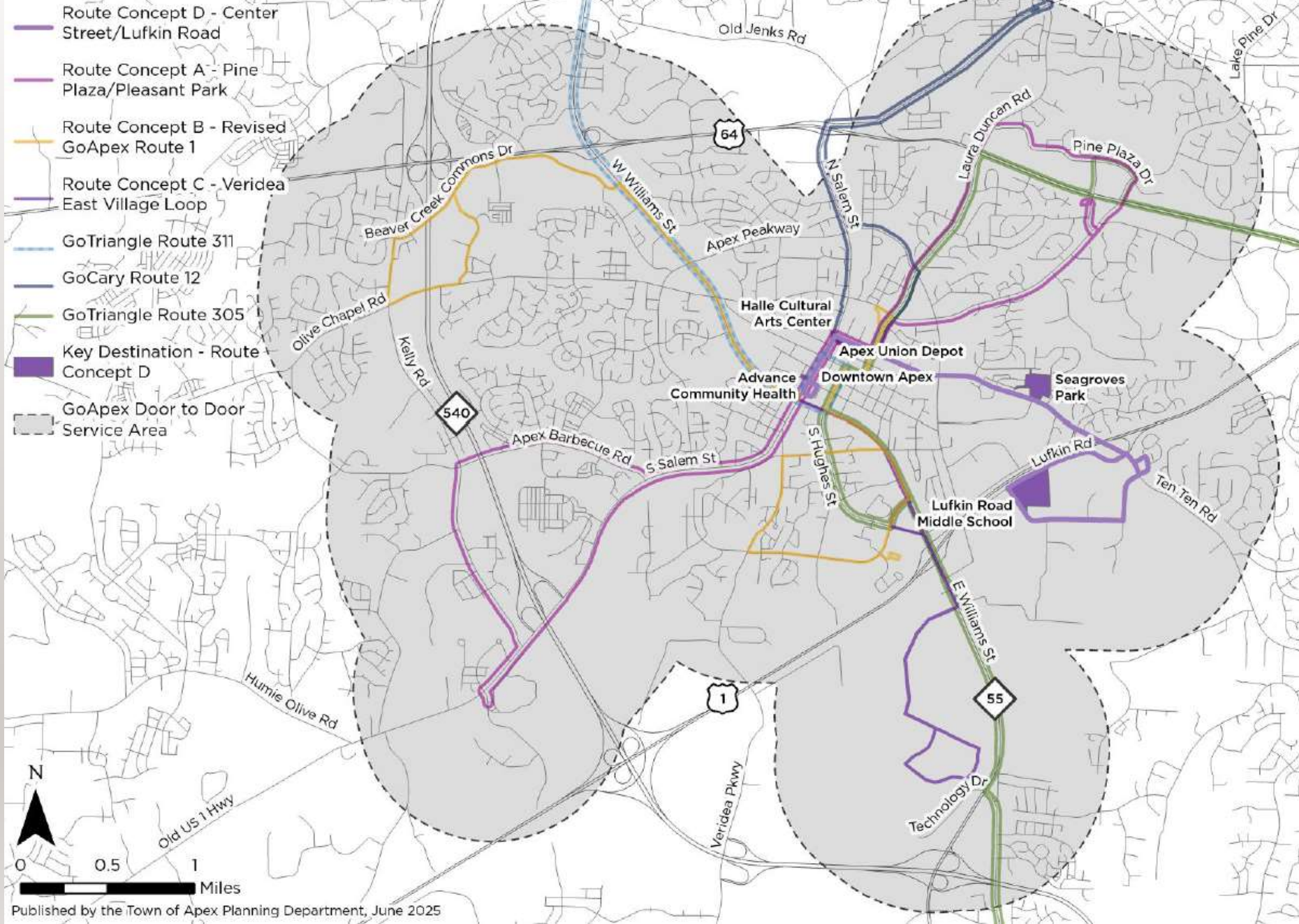
Apex Transit Prioritization Study

Route Concept C - Veridea East Village Loop



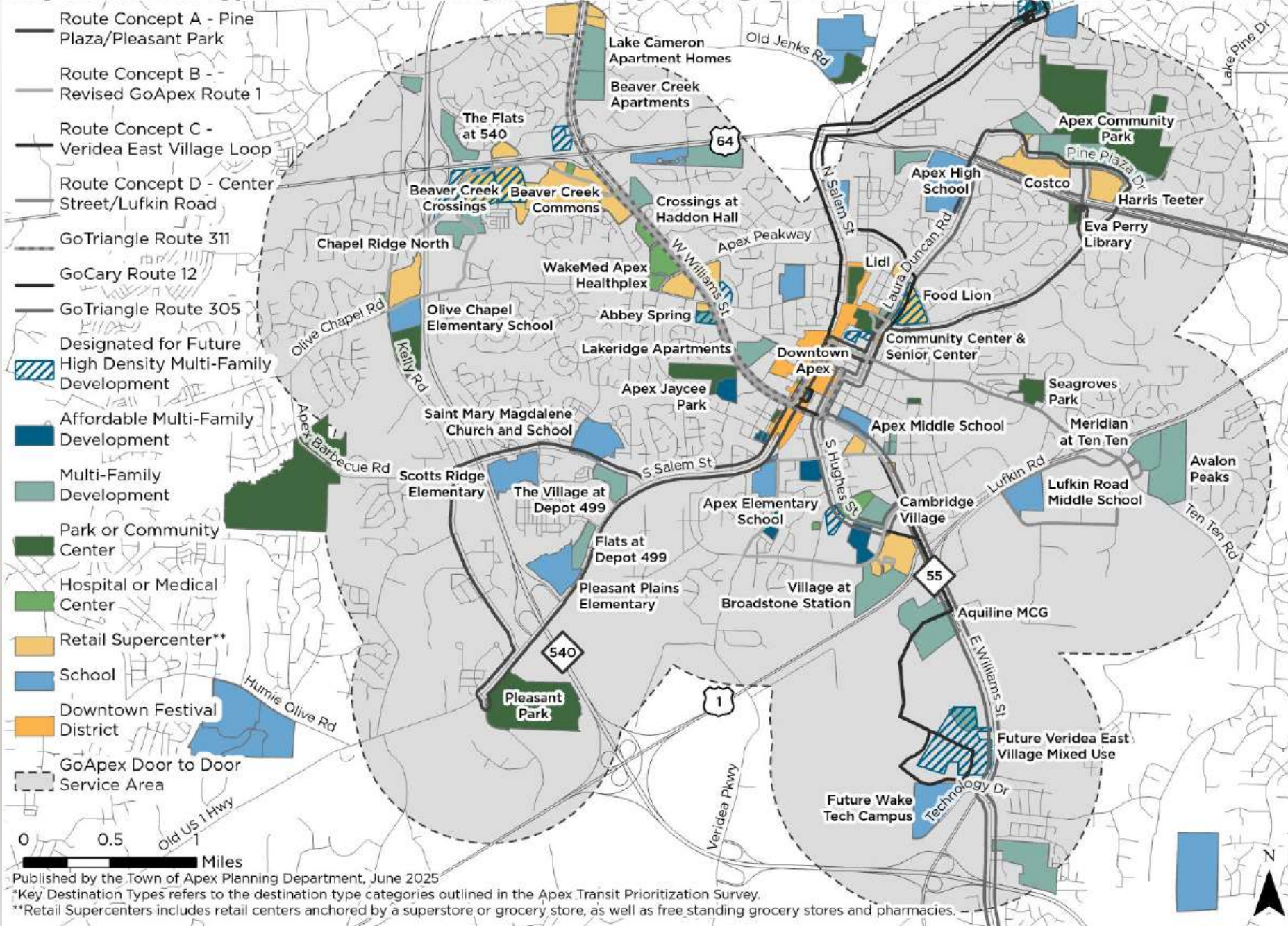
Apex Transit Prioritization Study

Route Concept D - Center Street/Lufkin Road



Apex Transit Prioritization Study

Key Destination Types* and High Density Multi-Family Housing Covered with Possible Transit Expansions



Draft Staff Recommendations – Fixed Route Service Expansion

Order	Draft Recommendations – Fixed Route
1	Implement GoApex Route 1 expansion/improvements already recommended for funding in FY25 and FY26: <ul style="list-style-type: none">• Sunday service• Increased frequency Monday-Saturday• Continuing bus stop improvements
2	Implement a 2 nd fixed route (Pine Plaza/Pleasant Park), with the same frequency and span as GoApex Route 1
3	Revise existing GoApex Route 1 to provide better access to downtown, Walmart and Chapel Ridge Rd (each change could be implemented independently)
4	Implement a new fixed route to serve Veridea East Village area, timed with Western Wake Tech campus opening and mixed-use center development
5	Implement fixed route service along Center St to Lufkin Rd area

Draft Staff Recommendations – Other (Non-Fixed-Route Service, Capital Projects, and Planning)

Order	Recommendations – Other (Non-Fixed-Route Service, Capital Projects, and Planning)
1	Continue to support federally-required GoApex Door to Door complementary ADA service, and expand required service area as fixed-route service expands
2	Explore options to serve seniors and those with disabilities <i>outside</i> the federally-required GoApex Door to Door Service Area
3	Support Phase 1 of the proposed downtown Mobility Hub buildout – transit transfer area
4	Evaluate land use policies for transit-supportive development as part of Comprehensive Plan update
5	Investigate Transit Signal Prioritization in Town
6	Explore options to serve others <i>outside</i> the general fixed-route service area
7	Ongoing - Support improved pedestrian and bicycle connections to transit

Draft Implementation Plan

- Fixed Route Service Expansion requires a three-step process:
 1. (Year 1) Finalize routing, apply for grant funding, design bus stops
 2. (Year 2) Install Bus Stops
 - But may extend beyond one year, depending on property needs
 3. (Year 3) Start Operations
- Other Recommendations (Non-Fixed-Route Service, Capital Projects, and Planning) will also likely take multiple years to complete

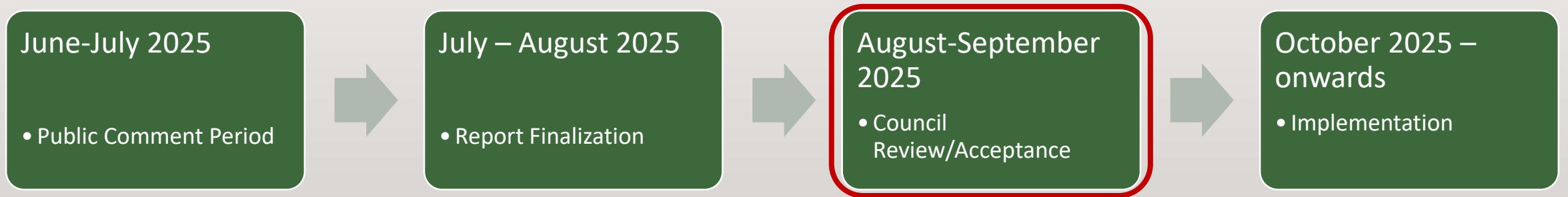
Note: the Town's Comprehensive Plan is expected to be updated during this implementation timeframe. Any updates to the overall transit vision in Town could impact the out-years of this implementation plan.

Tentative Implementation Timeline

Project Type	Service	FY26	FY27	FY28	FY29	FY30
Planning	Transit Plan Map	Present Updates				
Fixed-Route	2 nd Route – Pine Plaza/Pleasant Park	Grants, Service planning, Bus stop design	Bus Stop Installation*	Start service		
Fixed-Route	GoApex Route 1 Revisions	Grants, Service planning, Bus stop design	Bus Stop Installation*, Update Routing	Update Routing	Update Routing (cont'd)	
Fixed-Route	Veridea East Village Loop		Grants, Service planning, Bus stop design	Bus Stop Installation*	Start service	
Fixed Route	Center/Lufkin Loop		Grants, Service planning, Bus stop design		Bus Stop Installation*	Start service
Planning	Explore options for seniors and those with disabilities	Internal research	Tentative: Conduct study	Tentative: Implementation		
Planning	Investigate Transit Signal Prioritization	Internal research	Tentative: Conduct study	Tentative: Implementation		

*Bus Stop Installation projects could take more than one year, depending on property needs

Next Steps



Questions/Comments?