

Greenville Transit Authority
DEVELOPMENT COMMITTEE MEETING

Greenlink Administration Office • 100 W. McBee Avenue. • Greenville, SC 29601
September 17, 2019 – 9:00 a.m.

Committee Members in Attendance: Ms. Inez Morris (Vice Chair), Mr. Dick O’Neill
Absent Committee Member: Mr. David Mitchell
Others in Attendance: Mr. Asangwua Ikein (County Transit Planner)
City of Greenville Employees in Attendance: Jasmin Curtis (Safety and Training Officer), James Keel (Interim Transit Director), Nicole McAden (Program and Public Affairs Specialist), Jason Sanders (Fleet Manager), Kayleigh Sullivan (Transit Planner and Grants Coordinator)

Ms. Inez Morris called the meeting to order at approximately 9:00 a.m.

Quorum established.

REPORTS:

Quality of Service (Jasmin Sanders):

- On Time 44% of the time. Late 46% of the time. Early 10% of time. Rt. 601 has performance issues. It was tweaked in August. This will correlate with what happens with Rt. 510 because Rt. 601 has to make connections with Rt. 510 for persons going or coming from Simpsonville to downtown Greenville. Routes 508 and 510 are on time 38% of the time. Rt. 508 is too long. Rt. 504 is next in terms of underperforming routes concerning on-time performance. Rt. 504 combines the old Rt. 6 and Rt. 4 into one. If we can resolve issues with 504 and 508, we should see a system wide improvement.
- We currently have three (3) driver vacancies. We are still trying to fill 9 additional new driver positions for extended service hours, in addition to the 3 vacancies for current service.
- We had twelve complaints. Two (2) were founded and ten (10) unfounded. We changed accidents reporting to reflect what the NTD considers recordable. We had one preventable accident in August.

Quantity of Service (Kayleigh Sullivan)

- Route 502 had the highest ridership. Rt. 601 had the lowest. August was higher ridership than July. Touch pass app and smartcard usage is up to 13 %. Fixed route is almost 80% of ridership, Trolley is around 19% and GAP is around 1%.
- Sector Analysis was added which put routes in sectors based on the COA.
- Looked at Clemson ID usage and 602 has the highest usage.
- We served 708 GAP riders. Cancellations are still high.

Reliability of Service (Jason Sanders)

- Check Engine Light and Farebox have the most failures.
- We had 15 major service interruptions in July. Road calls for August went down to five (5) for major. Minor was 104. Pms are on time 100%.
- Our vehicle reliability goal is 90%. We are at 85% for diesel buses. We are having problems with two of our electric buses. Proterra is working on correcting problems. Cutaway reliability is 77%. Trolley reliability is 86%. The committee suggested reaching out to other agencies regarding Proterra electric bus issues.

Marketing Report (Nicole McAden)

Advertising Sales: Two contract signed totaling \$1,780. Greenville Literacy Association placed ad in shelter at University Center. Dougherty Benefit Service placed internal ads. Total revenue to date since July 1 is \$16,371.

PR/Media Relations: Piece on affordable housing in Greenville News. Coverage on our Job fair.

Partnerships:

- Staff looked at partnering with Clemson where their students would assist us with regional planning and continue the bus stop prioritization started by Furman during the summer.
- Staff in discussions with Greenville Tech who have Truck Driving program. This program is missing components to qualify students as bus drivers.

54 • JL Mann has NewTech program. Discussed having them work with Greenlink as part of their senior project.

55 **Sponsorships:**

56 TD bank signed on as our first adopt a stop sponsor. They adopted three stops along Carolina Point Parkway.

57 **Events/Tours:**

- 58 • Michelin Young Professional held panel on Transportation August 6.
- 59 • Taylors Town Square Meeting to address recent changes on August 7.
- 60 • American Heart Association Tour of Towers event for donors on August 14.
- 61 • Provided Representative Timmons with a brief update on what we have going on at Greenlink August 26.
- 62 • Clemson Masters and Regional Planning Class Presentation August 27.
- 63 • Phone conversation with FTA Low No Director to receive “Low No” debrief August 28. We had a perfect score on
- 64 our application. Only one applicant selected per state. We lost to Rock Hill due to their having higher percentage
- 65 of local match for their project.

66 **UTC:** Bus Rides with Greenlink included city council members. Trying to plan similar event for Anderson Electric City

67 Transit. Tentative date is October 17.

68 **URC:** Panel on Vanpooling scheduled for November 14 regarding discussion about employer carpooling options.

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70 Strategic Milestone Report (Kayleigh Sullivan): Everything pushed back 6 months.

71

72 **NEW BUSINESS:**

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74 Trolley Route Changes – Action Item (James Keel)

75 Trolley system changed in 2017 when we purchased two additional vehicles. This was done to expand trolley service

76 on behalf of City Council priorities. We are providing service for Downtown (Main Street), Neighborhoods

77 (Augusta/Arts West) and The Greenville Drive. Each service area needs two vehicles, requiring a total of six. We have

78 four. When looking at ridership for April through August, the Arts West routes accounts for 4% of ridership, the

79 Augusta route accounts for 2%, Downtown Combo accounts for 18% and Greenville Drive on game day accounts for

80 69%. Lunch link accounts for 1%. Costs to run per passenger hour is \$0.88 for Game Day Trolley. The cost per

81 passenger for Augusta on Thursdays is \$26.41. The cost to run Arts West on Thursday is \$11.24. On average, it cost us

82 \$16.90 per person to move everyone on Augusta Road. For Arts West it costs \$6.87. Both the Top of Main and Heart

83 of Main are high; however, they have not been running much. It costs us \$0.86 on average to move 69% of the

84 ridership followed by downtown combo at \$2.67.

85

86 If the Drive is removed from the same information, the downtown combo route is the least costly followed by Heart of

87 Main and Top of Main. Neighborhood routes are extremely expensive. We want to redesign the system.

88

89 We set redesign goals as follows:

- 90 • Go to schedule base system. People will know the location of the trolley(s).
- 91 • Design where we do not have to detour constantly due to various events.
- 92 • We want more frequent service.
- 93 • We want better connectivity to hotels and parking.
- 94 • We want shorter routes.
- 95 • Service Priority for Downtown and Greenville Drive. Attractions/West End would not operate during Drive games.

96

97 Trolley redesign presented based on redesign goals. Staff is asking for GTA board permission to conduct public

98 meetings to present proposed redesigned routes. When we go to longer service hours, the trolleys would be hubbed

99 out of the transit center. Current Top of Main route would become North Main Route. Current Heart of Main route

100 would become South Main Route. Current Arts West has two options being proposed. Current Augusta would become

101 Attractions Route focusing on Cleveland Park and the zoo. Service schedule presented for the proposed routes.

102 Attractions route would run on Saturday 10:00 a.m. to 5:30 p.m. and Sunday from 1:00 p.m. to 8 p.m. West Greenville

103 route would operate Thursday – Saturday from 6 p.m. to 11 p.m.

104

105 **Mr. Dick O’Neill made a motion to recommend to the full board that staff be allowed to have public meetings to**

106 **solicit feedback for proposed changes to Trolley Routes based on schedules proposed by staff. Ms. Inez Morris**

107 **seconded the motion. The motion carries.**

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109 Route 504 Public Comments (James Keel)

110 Rt. 504 (Anderson Road Route) is the route that serves the Prisma Memorial Campus. It replaced Routes 4 and 6. It is
111 our second highest performing route. We have received numerous complaints from New Horizon and the hospital on the
112 level of service being provided to their customers. The route is too long; it is taking 65 minutes to get back to transit
113 center. We put together several different mock ups on how to change it. We have scheduled a meeting at the Prisma
114 campus. We will take three to four routes we feel are the best on a poster and ask attendees to rank the routes in the
115 order they feel is the best solution to solve their problems. Many of the options takes us from bidirectional service to
116 loop service, which loses what we tried to accomplish with the COA. We are leveraging community input. Based on
117 what is selected, staff will come back to the board with recommendations. We will put out press release and contact
118 medical facilities.

119

120 OLD BUSINESS

121

122 GTA Bus Voucher Grant Applications (Nicole McAden): We have received the first GTA Bus Voucher Application from
123 Legacy Early College. The application states that the Development Committee asks that a representative from the
124 applicant attend a meeting to answer questions. The Committee will either deny request or take it to the full Board for
125 approval. Legacy Early College would be providing vouchers to parents. They are asking for 2,000 one-time passes.
126 Ms. McAden will have them send representative to October Development Committee meeting. Ms. Morris felt that
127 offering vouchers half price should be an option.

128

129 **Mr. Dick O'Neill made a motion to adjourn. Ms. Inez Morris seconded the motion. There is no opposition. The**
130 **motion carries.**

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132 The Development Committee Minutes distributed by Lorrie Brown via email on Monday, September 23.