



GTA Board Meeting
March 25, 2014
Revised

GTA Board Room
223 West Meadowview Road
6:00 PM

- | | | |
|-------|---|--|
| I. | Call to Order | Lawrence Mann |
| II. | Speaker(s) from the floor | Lawrence Mann |
| III. | City Council Liaison Report | |
| IV. | Concerns from the General Public to the City Council | Kevin Elwood |
| V. | Action Item(s) | |
| | A. Approval of Minutes | Lawrence Mann |
| | • February 25, 2014 Board Meeting | |
| | • February 20, 2014 Board Briefing | |
| | B. Approval of Revised DBE Plan | Sharon Smiley |
| | C. Approval of FFY 2014 Program of Projects | George Linney |
| | D. Approval of Two Month Extension-Veolia Transp. | Libby James/
James Dickens |
| | E. Approval of Recommended GTA Service &
Fare Policy Changes | Lawrence Mann
Libby James
Sharon Hightower |
| VI. | Sub-Committee Reports | |
| | A. STAC | Lawrence Mann |
| | B. Legislative Update | Libby James |
| | C. Marketing and Communications | Kevin Elwood |
| VII. | Management of Transit Services RFP Update | Lawrence Mann |
| VIII. | Public Transportation Manager's Report | Libby James |

- IX. General Manager's Report Burley Wilkins
- X. Discussion/Questions
- XI. Informational Item
- A. February 2014 Financial Report
 - B. February 2014 SCAT Service Report
 - C. February 2014 Fixed Route Report
 - D. February 2014 HEAT Report
 - E. February 2014 SCAT Complimentary Pass Report
 - F. February 2014 Fixed Route Complimentary Pass Report
- XII. Adjournment The next board meeting is scheduled for Thursday, April 22, 2014 at 530pm in the GTA Board Room



Board Briefing
Meeting Date: March 20, 2014
Page 1 of 1
Attachment

Subject: DBE Program Review

Recommendation/Action: As deemed appropriate by the GTA Board

Background – The City of Greensboro is required to have a DBE program and submit a DBE Plan pursuant to Section 1101 of MAP-21 and 49 Code of Federal Regulations Part 26. In January 2011, the U. S. Department of Transportation published a final rule, making a number of important policy changes to the DBE program. These changes included the following: 1) requiring greater accountability for recipients with respect to meeting overall goals, 2) adjusting the Part 26 personal net worth cap applicable to owners of DBE firms for inflation to \$1.32 million, 3) requiring greater monitoring of contracts by recipients, 4) adding a small business element to grant recipients' DBE programs; and 5) facilitating *interstate* certification. While the changes relevant to certification are primarily applicable to the state Unified Certification Program (UCP), it is important to note that all transit agencies within the state are impacted by these changes since a strong certification system preserves the integrity of the program, and protects against program fraud.

On February 28, 2012, the City of Greensboro/GTA resubmitted a revised DBE Plan, which included the new U.S. DOT program guidelines, to address the Small Business Development element, the change in the submission of triennial overall DBE goals vs. annual goals, and Good Faith Efforts and Bid Submission Requirements. Since our submission in 2012, our DBE program was, consequently, shown to be "In Review" status. Last December, however, our office received a notice stating what elements of the program were missing or deficient. Staff responded to the issues stated in the correspondence dated December 18, and submitted a revised program in TEAM-Web on February 18, 2014 as requested. Following this submission, it was determined that three additional elements relating to how prompt payment to DBEs was made and how the program was monitored needed to be addressed in greater depth. A new deadline of March 5 was provided to finalize the Plan. Following further discussions with the City's Engineering staff and Project Manager of City Construction projects to refine the monitoring procedures, staff resubmitted the revised Plan to FTA on March 5. FTA determined that our submission met the requirements set out in the DBE regulations, and issued a letter stating their concurrence with the Plan, a copy of which is herein attached and incorporated by reference.



**CITY OF GREENSBORO
DISADVANTAGED BUSINESS
ENTERPRISE PROGRAM**

**FOR THE
GREENSBORO TRANSIT AUTHORITY**



March 5, 2014 (Revised)

**POLICY STATEMENT
DISADVANTAGED BUSINESS ENTERPRISE PROGRAM**

It is the policy of the City of Greensboro/Greensboro Transit Authority (GTA) to ensure that disadvantaged business enterprises, as defined in 49 CFR Part 26 (as amended) have the maximum opportunity to participate in the performance of contracts and subcontracts financed in whole or in part with federal, state, and city funds. As a requirement of its DBE program, the GTA agrees that the Authority, its subrecipients and contractors shall abide by the requirements set forth in 49 CFR Part 26, as amended.

It shall further be the purpose of GTA's DBE program: to create a level playing field on which Disadvantaged Business Enterprises can compete fairly for DOT assisted contracts; to ensure that the DBE Program is narrowly tailored in accordance with applicable law; to ensure that only firms that fully meet 49 CFR Part 26 eligibility standards are permitted to participate as DBEs; to help remove barriers to the participation of DBEs in DOT assisted contracts; and to assist the development of firms that can compete successfully in the market place outside the DBE program. The Greensboro Transit Authority and its contractors shall not discriminate on the basis of race, color, religion, national origin, gender, age, sex, or disability in the award and performance of contracts and subcontracts financed in whole or in part with federal, state, and city funds.

The Greensboro Transit Authority has acted to improve upon the economic growth of disadvantaged business enterprises, and will persist in its commitment and efforts to seek out other alternatives, i.e. race neutral measures, to encourage increased participation.

The Director of GDOT, Adam Fischer, has been delegated the DBE Liaison Officer, and is responsible for implementing all aspects of the DBE program. Implementation of the DBE program is afforded the same priority as compliance with all other legal obligations incurred by the Greensboro Transit Authority in its financial assistance agreements with the Department of Transportation.

The Greensboro Transit Authority has disseminated this policy statement to the GTA Transit Authority Board, throughout its organization and to socially and economically disadvantaged individuals, and non-minority community and business organizations.



Jim Westmoreland, City Manager
City of Greensboro



U.S. Department
Of Transportation
**Federal Transit
Administration**

FTA Region IV

230 Peachtree Street NW
Suite 800
Atlanta, GA 30303

March 5, 2014

Sharon C. Smiley
Transportation Planner
City of Greensboro
Department of Transportation
P. O. Box 3136
Greensboro, NC 27402-3136

Re: DBE Program Concurrence – Recipient ID No. 1062

Dear Ms. Smiley:

This letter is to confirm that the Federal Transit Administration (FTA) received the City of Greensboro's / Greensboro Transit Authority's revised Disadvantaged Business Enterprise (DBE) Program. This submission is required pursuant to *49 CFR Part 26*, "Participation by Disadvantaged Business Enterprises in Department of Transportation Programs."

After reviewing your agency's revised DBE Program submission, we have determined the submission meets the requirements set out in the DBE regulations. FTA concurs with the City of Greensboro's DBE Program as of March 5, 2014. The DBE Program status in FTA's TEAM-Web has been updated to reflect this concurrence.

Please note that if significant changes to your program occur, including a change in the DBE Liaison Officer, the City of Greensboro must submit an updated DBE Program to this office. Should you have any questions regarding this review determination, please contact me at (404) 865-5471 or at Carlos.Gonzalez3@dot.gov.

Thank you for your ongoing efforts to meet the FTA civil rights requirements.

Sincerely,

Carlos A. Gonzalez
Region IV Civil Rights Officer

cc: Jim Westmoreland, City Manager, City of Greensboro (Electronic)
Dr. Yvette G. Taylor, FTA Regional Administrator, Region IV (Electronic)
Monica McCallum, Regional Division Chief, FTA Civil Rights (Electronic)

SUBPART A – GENERAL REQUIREMENTS

Objectives and Strategies Section 26.1, 26.23

The objectives of the Disadvantaged Business Enterprise plan are:

1. To provide Disadvantaged Business Enterprises equal opportunity for participation in GTA construction, contracting, professional services and procurement programs.
2. To provide procedures that will enable GTA to fulfill requirements of the federal and state governments related to disadvantaged business enterprise participation in its construction and procurement programs.
3. To increase the City's knowledge of disadvantaged business enterprises and become familiar with the product lines.
4. To assist disadvantaged business enterprises in becoming certified and keep such firms informed of professional service needs, procurement needs, purchasing procedures, and potential construction projects.
5. To sponsor special seminars and training programs to assist disadvantaged businesses in becoming actively involved both in procurement and subcontracting in large contract projects.
6. To provide procedures for monitoring compliance with the DBE program and to provide procedures for the resolution of complaints of discrimination against businesses holding construction or equipment/services contracts with the City.

It is the intent of this program to widen opportunities for DBE participation and increased competition. To realize the objectives of this program, the City/GTA has established the respective responsibility of all parties and, to this end, the City/GTA urges all DBEs to: fully utilize the opportunities this program seeks to ensure and to accept the responsibility of (1) participating in training opportunities, (2) prompt and competitive responses for requests for quotations, and (3) use of information provided by the City on prospective bidders and the services/materials they may be seeking to provide competitive quotes to bidders.

Applicability Section 26.3

The City of Greensboro/Greensboro Transit Authority is the recipient of federal transit funds authorized by Section 1101 of HR 4348 Moving Ahead for Progress (MAP-21), 49 U.S. Code (including 49 U.S.C.5332 – prohibiting discrimination on the basis of race, religion, national origin, sex, disability, or age, and in employment), and 49 Code of Federal Regulations.

Definitions of Terms Section 26.5

The terms used in this program have the meanings defined in 49 CFR Part 26.

Non-Discrimination Requirements Section 26.7

The City of Greensboro/Greensboro Transit Authority will never exclude any person from participation in, deny any person the benefits of, or otherwise discriminate against anyone in connection with the award and performance of any contract covered by 49 CFR Part 26 on the basis of race, color, sex, or national origin.

In administering its DBE program, the City/GTA will not, directly or through contractual or other arrangements, use criteria or methods of administration that have the effect of defeating or substantially impairing accomplishment of the objectives of the DBE program with respect to individuals of a particular race, color, sex, or national origin.

Record Keeping Requirements Section 26.11

Uniform Report of DBE Awards or Commitments and Payments: 26.11(a)

The City of Greensboro/GTA will report DBE participation to the Federal Transit Administration using the Uniform Report of DBE Awards or Commitments and Payments found in Appendix B to the DBE regulation.

Bidder's List: 26.11(c)

The City of Greensboro/GTA will create a bidder's list, consisting of information about all DBE and non-DBE firms that bid or quote on DOT-assisted contracts. The purpose of this requirement is to allow use of the bidder's list approach to calculating overall goals. The bidder's list will include the name, address, DBE non-DBE status, age, and annual gross receipts of firms.

We will collect this information entering the applicable NAICS codes from the state UCP directory, which can be found at the following link:

<https://partner.ncdot.gov/VendorDirectory/default.html>.

Assurances Section 26.13

The City of Greensboro/GTA has signed the following assurances, applicable to all DOT-assisted contracts and their administration.

Federal Financial Assistance Agreement Assurance: 26.13(a)

The City of Greensboro/GTA shall not discriminate on the basis of race, color, national origin, or sex in the award and performance of any DOT assisted contract or in the administration of its DBE Program or the requirements of 49 CFR Part 26. The City/GTA shall take all necessary and reasonable steps under 49 CFR

Part 26 to ensure nondiscrimination in the award and administration of DOT assisted contracts. The City's DBE Program, as required by 49 CFR part 26 and as approved by DOT, is incorporated by reference in this agreement. Implementation of this program is a legal obligation and failure to carry out its terms shall be treated as a violation of this agreement. Upon notification to the City/GTA of its failure to carry out its approved program, the Department may impose sanction as provided for under Part 26 and may, in appropriate cases, refer the matter for enforcement under 18 U.S.C. 1001 and/or the Program Fraud Civil Remedies Act of 1986 (31 U.S.C. 3801 et seq.).

This language will appear in financial assistance agreements with sub-recipients.

[Note: This language is to be used verbatim, as it is stated in 26.13(a).]

Contract Assurance: 26.13b

We will ensure that the following clause is placed in every DOT-assisted contract and subcontract:

The contractor, sub-recipient, or subcontractor shall not discriminate on the basis of race, color, national origin, or sex in the performance of this contract. The contractor shall carry out applicable requirements of 49 CFR Part 26 in the award and administration of DOT assisted contracts. Failure by the contractor to carry out these requirements is a material breach of this contract, which may result in the termination of this contract or such other remedy as the recipient deems appropriate.

[Note: This language is to be used verbatim, as it is stated in 26.13(b)]

SUBPART B – ADMINISTRATIVE REQUIREMENTS

I. Responsibility of DBE Program Implementation

Section 26.21 DBE Program Updates

Since the City/GTA has received a grant of \$250,000 or more in FTA planning capital, and or operating assistance in a federal fiscal year, we will continue to carry out this program until all funds from DOT financial assistance have been expended. We will provide to DOT updates representing significant changes in the program.

Section 26.25 DBE Liaison Officer (DBELO)

We have designated the following individual as our DBE Liaison Officer:

Director of GDOT, Adam Fischer, P. O. Box 3136, Greensboro, NC 27402-3136, adam.fischer@greensboro-nc.gov, has been designated the DBE Liaison Officer. In that capacity, the DBELO is responsible for implementing all aspects of the DBE program and ensuring that the City/GTA complies with all provisions of 49 CFR Part 26. The DBELO has direct, independent access to the City Manager, Jim Westmoreland, concerning DBE program matters. An organization chart displaying the DBELO's position in the organization is found in Attachment "A" to this program. The DBELO is, hereby, authorized to take all usual and legal administrative actions necessary to implement this program. Notwithstanding any specific assignment contained in the plan, the ultimate responsibility for its administration is assigned to the City Manager.

The DBE Liaison Officer shall be responsible for developing, implementing and monitoring the DBE Program, in coordination with other appropriate officials. The DBELO has a staff of two to assist in the administration of the program. Duties and responsibilities include the following:

1. Gathers and reports statistical data and other information as required by DOT.
2. Reviews third party contracts and purchase requisitions for compliance with this program.
3. Sets overall annual goals.
4. Ensures that bid notices and requests for proposals are available to DBEs in a timely manner.
5. Identifies contracts and procurements so that DBE goals are included in solicitations and monitors results.
6. Analyzes GTA's progress toward goal attainment and identifies ways to improve progress.
7. Participates in pre-bid meetings.
8. Advises the GTA Board on DBE matters and achievement.
9. Participates with the legal counsel and project director to determine contractor compliance with good faith efforts.
10. Provides DBEs with information and assistance in preparing bids, obtaining bonding and insurance.
11. Plans and participates in DBE training seminars.
12. Acts as liaison to the Uniform Certification Process in North Carolina.
13. Provides outreach to DBEs and community organizations to advise them of opportunities.
14. Makes the state UCP DBE directory available to prospective bidders.

The DBE Program Coordinator, the Public Transportation Manager, will advise the GTA Board and City Administration on the implementation of the DBE Plan, and facilitate the participation of disadvantaged businesses in City contracting. Specifically, the DBE Program Coordinator will have the following duties:

1. To recommend guidelines for the implementation of the DBE program.

2. To monitor goal accomplishment and make recommendations for changes in goals.
3. To maintain contact with the business community and illicit cooperation for economic development of DBE firms.
4. To review DBE contracting problems and make further recommendations to increase DBE participation in City contracting.
5. To select representatives to serve on the Good Faith Committee.
6. To recommend training and technical assistance programs to DBE firms to enhance the ability of DBE firms to compete for City contracts.

Section 26.27 DBE Financial Institutions and Efforts to Use

The City of Greensboro/GTA will make provisions for equal opportunity usage of banks owned and controlled by socially and economically disadvantaged individuals. The City/GTA will investigate the full extent of services offered by banking institutions and insurance brokerages owned and controlled by disadvantaged business enterprises in the community and, through pre-bid and/or pre-construction meetings, encourage prime contractors on DOT-assisted contracts to make reasonable efforts to make use of these institutions. The following such institutions have been identified:

- a. Mechanics and Farmers Bank, Durham, North Carolina; and
- b. Mutual Community Savings Bank, Greensboro, North Carolina.

The City of Greensboro/GTA will re-evaluate this element every three years during the resubmission of goals. Information on the availability of such institutions can be obtained from the DBE Liaison Officer.

Section 26.29 Prompt Payment Mechanisms

Prompt Payment: Section 26.29(a)

The City of Greensboro/GTA shall ensure that the following clause is placed in every DOT-assisted contract and subcontract:

The prime contractor agrees to pay each subcontractor under this prime contract for satisfactory performance of its contract no later than 30 days from the receipt of each payment the prime contractor receives from the City of Greensboro/GTA. Any delay or postponement the prime contract receives from the above referenced time frame may occur only for good cause following written approval of the City of Greensboro/GTA. This clause applies to both DBE and non-DBE subcontracts.

Retainage: 26.29(b)

The prime contractor agrees further to return retainage payments to each subcontractor within 30 days after the subcontractor's work is satisfactorily completed. Any delay or postponement of payment from the above referenced timeframe may occur only for good cause following written approval of the City of Greensboro/GTA. This clause applies to both DBE and non-DBE subcontractors.

Monitoring and Enforcement: 26.29(d)

The City of Greensboro/GTA has established the following procedure to monitor and enforce that prompt payment and return of retainage is, in fact, occurring.

The DBE Compliance Officer, provided through the City of Greensboro, will perform regular site visits to construction sites to insure that all DBE obligations are fulfilled, and that the work performed by each DBE meets specifications. The DBE Compliance Officer will review the contractor's daily field reports to verify that the work is being performed by the contracted DBE and not by the prime contractor's own workforce. The prime contractor will submit the DBE Payment Information (Form 4) to the Public Transportation Division Manager, which certifies the amount paid to DBEs is accurate and in accordance to the Prompt Payment Clause Section 26.29(a) of the DBE Plan. Additionally, the prime contractor will certify that the retainage fee has been returned to the DBE in accordance to Section 26.29(b) of the Plan. If the paid amount differs from the amount submitted, the prime contractor will provide a written explanation.

Upon determination and recommendation of sanctions by the City regarding the failure of a contractor to comply with any portion of this Program Plan, the non-complying party shall be subject to any or all of the following penalties:

- 1.) Suspension of contract;
- 2.) Withholding of funds by 5 percent;
- 3.) Recission of contract based upon a material breach of contract pertaining to DBE Program compliance;
- 4.) Refusal to accept a response or proposal; and
- 5.) Disqualification of a Respondent, contractor or other business from eligibility for providing goods or services to the City for a period not to exceed two years (upon City Council approval).
- 6.) Alternative Dispute Regulations

Any person who violates the provisions of this section shall be subject to these sanctions, as well as any other remedies available under law up to the maximum penalty provided by law.

Section 26.31 DBE Directory

The NC DOT maintains a statewide directory, under its UCP program, identifying all firms eligible to participate as DBEs. The directory lists the firm's name, address, phone number, date of the most recent certification, and the type of work the firm has been certified to perform as a DBE. The directory is revised at least annually. This information is to be made available to the public at large and all prospective contractors via website and hard copies upon request. The directory shall be used by the GTA in notifying certified DBEs of contract opportunities.

The information collected shall include at least the following: name of business, address, telephone number, services or products provided, capabilities of the firm, line of work performed by the firm, type of work the firm is interested in performing, licensing and bonding information, number of persons employed by race and sex, and projects recently completed and/or currently underway.

All firms wishing to participate in GTA's DBE program shall be requested to provide sufficient information to both the NC DOT UCP certification office and the City of Greensboro's DBE Liaison, and/or his designee, to be recognized as a disadvantaged business enterprise.

Utilizing the information in the data bank described above, the City of Greensboro/GTA will make available a directory to facilitate identifying DBEs with stated capabilities relative to general contracting, procurement, and service requirements. The directory may be found at the following link: <https://partner.ncdot.gov/VendorDirectory/default.html>. (Attachment B of this program document)

Section 26.33 Overconcentration

The City of Greensboro/GTA has not identified that overconcentration exists in the types of work that DBEs perform. We will re-evaluate for overconcentration every three years during the submission of DBE goals.

Section 26.35 Business Development Programs

The City of Greensboro/GTA has not established a business development program. We will re-evaluate the need for such a program every year.

Section 26.37 Monitoring and Enforcement Mechanisms

The City/Greensboro Transit Authority will take the following monitoring and enforcement mechanisms to ensure compliance with 49 CFR Part 26.

1. We will bring to the attention of the Department of Transportation any false, fraudulent, or dishonest conduct in connection with the program, so that DOT can take the steps (e.g., referral to the Department of Justice for criminal prosecution,

- referral to the DOT Inspector General, action under suspension and debarment or Program Fraud and Civil Penalties rules) provided in 26.109.
2. We will consider similar action under our own legal authorities, including responsibility determinations in future contracts. Attachment F lists the regulation, provisions, and contract remedies available to us in the events of non-compliance with the DBE regulation by a participant in our procurement activities.
 3. We will also provide a monitoring and enforcement mechanism to verify that work committed to DBEs at contract award is actually performed by the DBEs. The review of the daily contracting records and the monitoring of the work sites of which DBEs are scheduled to perform will be conducted by the DBE Compliance Officer. Monthly updates will be provided to the DBELO, or his designee, for review. This will include a written certification by both the Project Manager and the DBE Compliance Officer. This monitoring procedure will occur for each contract/project on which DBEs are participating.
 4. The City/GTA will keep a running tally of actual payments to DBE firms for work committed to them at the time of contract award.

Section 26.39 Small Business Participation

The City/GTA has incorporated the following non-discriminatory element to its DBE program, in order to facilitate competition on DOT-assisted public works projects by small business concerns (both DBEs and non-DBE small businesses):

In partnership with the City of Greensboro's Minority and Business Enterprise Outreach Division, the GTA shall periodically hold workshops, seminars, or training sessions designed to acquaint DBEs and other small businesses with the City's procurement contracting procedures, and to provide technical assistance in bidding. The City of Greensboro/GTA shall further:

1. Encourage contractors to develop practices that would permit DBE firms to participate without the necessity of obtaining separate surety bonds, if required;
2. Encourage contractors to make every reasonable effort to make technical assistance, such as engineering expertise, available to small businesses, including DBE firms, to assist in the upgrading of small business capabilities.
3. Encourage contractors to make bulk purchases whenever possible to reduce the capital requirements of the DBE/small business subcontractors;
4. On prime contracts not having DBE contract goals, requiring the prime contractor to provide subcontracting opportunities of a size that small businesses, including DBEs, can reasonably perform, rather than self-performing all the work involved.

5. Identifying alternative acquisition strategies and structuring procurements to facilitate the ability of joint ventures consisting of DBEs and other small businesses, to compete for and perform prime contracts.

SUBPART C – GOALS, GOOD FAITH EFFORTS, AND COUNTING

Section 26.43 Set-asides or Quotas

The City/GTA does not use quotas in any way in the administration of this DBE program.

Section 26.45 Overall Goals

In accordance with Section 26.45, the City/GTA will submit its triennial overall DBE goal to FTA on August 1 of the year specified by FTA.

Methodology Used by the City/GTA to Establish an Annual DBE Percentage Goal for the City of Greensboro/Greensboro Transit Authority for Federal Fiscal Years 2014, 2015 and 2016

Goal Setting Methodology – Step One – Develop a Base Figure

The goal setting process was a two-step process, the first to develop a base figure for the relative availability of DBEs; and second, to make any necessary adjustments to the base figure. The relative availability of DBEs is the total number of ready, willing and able DBE firms divided by the total number of all firms for the types of contracts an entity anticipates awarding.

$$\text{Base figure} = \frac{\text{Ready, willing and able DBEs}}{\text{All firms ready, willing and able}}$$

The methodology to determine availability of DBEs was to primarily use evidence from census data, empirical data from Greensboro's recent Disparity study, and the State UCP directory. The Bureau of the Census ran special tabulations that provided data on disadvantaged businesses by two-digit NAICS codes. To maximize the comparability of the participation data with the utilization data, census industry categories were selected which best matched the types of enterprises which the City of Greensboro/Greensboro Transit Authority would most likely do business. The NAICS codes used were (23) Construction, (48) Transportation, and (54) Professional Services, (31) Manufacturing, and (22) Utilities. The data were aggregated both by state and county.

The number of available businesses derived from the Census Bureau's County Business Pattern (CBP) database for Greensboro's Urbanized Area in the most likely contracted areas totaled 7405. This number was divided into the total number of available DBEs taken from the States UCP directory. The utilization percentage ratio using this process came to 17.89 percent or 18 percent.

1325 (# firms in State UCP Directory)
7405 (# of Businesses in Urbanized Area)
Equals .1789 or 17.89% (rounded off at 18%)

Step Two – Adjust Base Figure:

After calculating a base figure of the relative availability of DBEs, evidence was examined to determine what adjustment was needed, if any, to the base figure in order to arrive at the overall goal in order to reflect as accurately as possible the DBE participation. The estimated project budget over the next three Fiscal Years is approximately \$5.1M per year.

The type of evidence considered to adjust the base figure included the current capacity of DBEs to perform the work, disparity studies, and median past participation on similar contracts. The Step One Base Figure was then averaged with the median of the past three year’s participation rates.

Past Goal Evaluation

	<u>Goal</u>	<u>Actual</u>
FFY 2010	20%	100%
FFY 2010	20%	7.73%
FFY 2011	20%	0%
FFY 2011	20%	57.8%
FFY 2012	20%	0%
FFY 2012	20%	0%

Median Calculation

[0% 0% 0% 7.73% 57.8% 100%]

$(0 + 7.73)/2 = 3.86$ (rounded up to 4%)

Median = 4%

Step 1: 4% (median past participation) + 18% (base figure determined in step one) = 22%

Step 2: 22% / 2 = 11%

The City of Greensboro/Greensboro Transit Authority’s DBE goal for Federal transit funds for FFYs 2014-2016 is 11%. Greensboro’s Disparity study provided strong evidence to support the setting of aspirational goals by business categories due to the underutilization of Minority and Women-owned businesses in City contracts. Even though GTA was able to exceed its overall goal of 20 percent with race-neutral means for

two consecutive years, DBEs continue to be underutilized on federally funded Construction projects. For that reason, it is recommended that 8 percent of the overall goal be achieved through race-neutral measures and 3 percent of the goal be achieved through race-conscious means.

Before establishing the overall goal each year, the City/GTA will consult with representatives from the NCDOT, the Minority Contractor's Association, the Minority Business Development Council, the Human Relations Committee, and the Economic Development and Business Support Division to obtain information concerning the availability of disadvantaged and non-disadvantaged businesses, the effects of discrimination on opportunities for DBEs, and the City/GTA's efforts to establish a level playing field for the participation of DBEs.

Following this consultation, we will publish a notice of the proposed overall goals, informing the public that the proposed goal and its rationale are available for inspection during normal business hours at the GTA Facility for 30 days following the date of the notice, and informing the public that we will accept comments on the goals for 45 days from the date of this notice. The notice will be issued by June 1 of each year, and will include addresses to which comments may be sent and the proposal may be viewed.

Our overall goal submission to FTA will include: the goal (including the breakout of estimated race-neutral and race-conscious participation, as appropriate); a copy of the methodology, worksheets, etc., used to develop the goal; a summary of information and comments received during this public participation process and our responses; and proof of publication of the goal in media outlets listed above.

We will begin using our overall goal on October 1 of the specified year, unless we have received other instructions from FTA. If we establish a goal on a project basis, we will begin using our goal by the time of the first solicitation for a DOT-assisted contract for the project. Our goal will remain effective for the duration of the three-year period established and approved by FTA.

Section 26.47 Goal Setting and Accountability

If the awards and commitments shown on the City/GTA's Uniform Report of Awards or Commitments and Payments at the end of any fiscal year are less than the overall applicable to that fiscal year, we will:

1. Analyze in detail the reason for the difference between the overall goal and the actual awards/commitments;
2. Establish specific steps and milestones to correct the problems identified in the analysis; and
3. Submit the plan to FTA within 90 days of the end of the affected fiscal year.

Section 26.49 Transit Vehicle Manufacturer's Goals

The City/GTA will require each transit vehicle manufacturer, as a condition of being authorized to bid or propose on FTA-assisted transit vehicle procurements, to certify that it has complied with the requirements of this section. Alternatively, the City may, at its discretion and with FTA approval, establish project-specific goals for DBE participation in the procurement of transit vehicles, in lieu of TVM's compliance with this element of the program.

Section 26.51 Meeting Overall Goals/Contract Goals

The City/GTA will meet the maximum feasible portion of its overall goal using both race-neutral and race conscious means of facilitating DBE participation as specified in 29 CFR Part 26.51(b). They include, but are not limited to, the following:

1. Arranging solicitations, times for the presentation of bids, quantities, specifications, and delivery schedules in ways that facilitate participation by DBEs and other small businesses and by making contracts more accessible to small businesses, by means such as those provided under §26.39 of this part.
2. Providing assistance in overcoming limitations such as inability to obtain bonding or financing (e.g., by such means as simplifying the bonding process, reducing bonding requirements, eliminating the impact of surety costs from bids, and providing services to help DBEs, and other small businesses, obtain bonding and financing);
3. Providing technical assistance and other services;
4. Carrying out information and communications programs on contracting procedures and specific contract opportunities (e.g., ensuring the inclusion of DBEs, and other small businesses, on recipient mailing lists for bidders; ensuring the dissemination to bidders on prime contracts of lists of potential subcontractors; provision of information in languages other than English, where appropriate);
5. Implementing a supportive services program to develop and improve immediate and long-term business management, record keeping, and financial and accounting capability for DBEs and other small businesses;
6. Providing services to help DBEs, and other small businesses, improve long-term development, increase opportunities to participate in a variety of kinds of work, handle increasingly significant projects, and achieve eventual self-sufficiency;
7. Establishing a program to assist new, start-up firms, particularly in fields in which DBE participation has historically been low;
8. Ensuring distribution of our DBE directory, through print and electronic means, to the widest feasible universe of potential prime contractors; and
9. Assisting DBEs, and other small businesses, to develop their capability to utilize emerging technology and conduct business through electronic media.

Contract Goals

The City of Greensboro/GTA will use contract goals to meet any portion of the overall goal the City of Greensboro/GTA does not project being able to meet using race-neutral means. Contract goals are established so that, over the period to which the overall goal applies, they will cumulatively result in meeting any portion of our overall goal that is not projected to be met through the use of race neutral means.

We will establish contract goals *only* on those DOT-assisted contracts that have subcontracting possibilities. We need not establish a contract goal on every such contract, and the size of contract goals will be adapted to the circumstances of each such contract (e.g., type and location of work and the availability of DBEs to perform the particular type of work).

We will express our contract goals as a percentage of the total amount of a DOT-assisted contract.

Good Faith Efforts (26.53)

A. Information to be submitted

1. The City of Greensboro/GTA treats bidder/offers' compliance with good faith efforts requirements as a matter of responsiveness.
2. Each solicitation for which a contract goal has been established will require the bidders/offers to submit the following information any time before we commit to the performance of the contract.
 - a. The names and addresses of DBE firms that will participate in the contract;
 - b. A description of the work that each DBE will perform
 - c. The dollar amount of the participation of each DBE firm participation
 - d. Written and signed documentation of commitment to use a DBE subcontractor whose participation it submits to meet a contract goal;
 - e. Written and signed confirmation from the DBE that it is participating in the contract as provided in the prime contractor's commitment; and
 - f. If the contract goal is not met, evidence of good faith efforts.
3. Demonstration of Good Faith Efforts
 - a. The obligation of the bidder/offeror is to make good faith efforts. The bidder/offeror can demonstrate that it has done so either by meeting the contract goal *or* documenting good faith efforts.

- b. Upon receipt of the DBE documentation from the apparent low bidder, the DBE Liaison Officer and the Good Faith Committee shall review the documentation and make initial determination as to whether or not the bidder is in compliance with the DBE Program Plan. The Good Faith Committee shall consist of the following agencies: PART, Guilford County Transportation, GDOT staff and Veolia Transportation staff. If the bidder is determined to be in compliance, the DBE Liaison Officer shall review the documentation with the DBE Program Coordinator, who will, in turn, make a recommendation to the GTA Board. If the DBE Liaison Officer and the Good Faith Committee determine the bid to be in noncompliance with the DBE Plan, they shall confer with the City Attorney prior to making any recommendation for rejection of the bid to the GTA Board.
- c. The City of Greensboro/GTA will ensure that all information is complete and accurate and adequately documents the bidder/offeror's good faith efforts before a commitment is made to the performance of the contract by the bidder/offeror.

B. Terminations

1. The City of Greensboro/GTA will require a contractor to make good faith efforts to replace a DBE that is terminated or has otherwise failed to complete its work on a contract with another certified DBE, to the extent needed to meet the contract goal. We will require the prime contractor to notify the DBE Program Coordinator immediately of the DBE's inability or unwillingness to perform and provide reasonable documentation.
2. In this situation, we will require the prime contractor to obtain our prior approval of the substitute DBE and to provide copies of new or amended subcontracts, or documentation of good faith efforts. If the contractor fails or refuses to comply in the time specified, our contracting office will issue an order stopping all or part of payment/work until satisfactory action has been taken.
3. If the contractor still fails to comply, the contracting officer may issue a termination for default proceeding.

Sample Bid Specification:

The requirements of 49 CFR Part 26, Regulations of the U.S. Department of Transportation, apply to this contract. It is the policy of the City of Greensboro/GTA to practice nondiscrimination based on race, color, sex, or national origin in the award or performance of this contract. All firms qualifying under this solicitation are encouraged to submit bids/proposals. Award of this contract will be conditioned upon satisfying the

requirements of this bid specification. These requirements apply to all bidders/offerors, including those who qualify as a DBE. A DBE contract goal of 3 percent has been established for this contract. The bidder/offeror shall make good faith efforts, as defined in Appendix A, 49 CFR Part 26 (Attachment 1), to meet the contract goal for DBE participation in the performance of this contract.

The bidder/offeror will be required to submit the following information: (1) the names and addresses of DBE firms that will participate in the contract; (2) a description of the work that each DBE firm will perform; (3) the dollar amount of the participation of each DBE firm participating; (4) Written documentation of the bidder/offeror's commitment to use a DBE subcontractor whose participation it submits to meet the contract goal; (5) Written confirmation from the DBE that it is participating in the contract as provided in the commitment made under (4) and (5) if the contract goal is not met, evidence of good faith efforts.

[Note: When a contract goal is established pursuant to the recipient's DBE program, the sample bid specification can be used to notify bidders/offerors of the requirements to make good faith efforts. The forms found at Attachment "C" can be used to collect information necessary to determine whether the bidder/offeror has satisfied these requirements. The sample specification is intended for use in both non-construction and construction contracts for which a contract goal has been established. Thus, it can be included in invitations for bid for construction, in requests for proposals for architectural/engineering and other professional services, and in other covered solicitation documents. A bid specification is required only when a contract goal is established.]

Reconsideration Official – Administrative Reconsideration: 26.53(d)

Within 30 days of being informed by the DBE Program Coordinator that the bidder/offeror is not responsive because it has not demonstrated sufficient good faith efforts, a bidder/offeror may request administrative reconsideration. A written description of the grievance with appropriate supporting evidence shall be presented to the DBE Liaison Officer. The DBELO will review the grievance and supporting evidence and make a written response to the participant within ten (10) business days. The reconsideration official will not have played any role in the original determination that the bidder did not document sufficient good faith efforts. In the event the participant is not satisfied, said participant may appeal the grievance by filing a written description and supporting evidence with the City Manager, or his designee, at 300 W. Washington Street, 336-373-2002. The City Manager, or designee, shall hear the grievance within ten (10) business days and shall make a decision thereon, which decision shall be final. A participant not satisfied by a decision of the City Manager may avail himself of any remedy available under the law.

Counting DBE Participation – Section 26.55

The City of Greensboro/GTA will count DBE participation toward overall and contract goals as provided in 49 CFR Section 26.55.

SUBPARTS D & E - CERTIFICATION

Certification Standards – Section 26.61 – 26.73

To be certified as a DBE, a firm must meet all certification eligibility standards through the NC DOT Uniform Certification program. Both the City of Greensboro/GTA and NC DOT will use the certification standards of Subpart D of part 26 and the certification procedures of Subpart E of part 26 to determine the eligibility of firms to participate as DBEs in DOT-assisted contracts.

A. Burdens of Proof

1. Firms seeking DBE certification shall demonstrate by a preponderance of the evidence that they meet the eligibility requirements of 49 CFR Part 26 concerning group membership or individual disadvantage, business size, ownership and control.
2. Individuals seeking DBE certification and members of groups identified in 49CFR 26.67 (a) are presumed socially and economically disadvantaged. The presumption may be rebutted if not supported by sworn affidavits of such group membership and statements of personal net worth.
3. Individuals who are not presumed socially and economically disadvantaged, or individuals whose presumption of disadvantage has been rebutted, shall demonstrate by a preponderance of the evidence that they are socially and economically disadvantaged.
4. Determinations concerning whether individuals and firms have met the burden of demonstrating group membership, ownership, control, and social and economic disadvantage shall be made by considering the record as a whole.

B. Group Membership Determinations

The NC DOT and the City of Greensboro shall resolve questions about an individual's membership in a group presumed socially and economically disadvantaged in accordance with 49 CFR 26.63. Such determinations may be appealed to DOT in accordance with the requirements of 49 CFR 26.89.

C. Social and Economic Disadvantage Statement

1. The NC DOT and the City of Greensboro will reputably presume that citizens of the United States, who are women, Black

Americans, Hispanic Americans, Native Americans, or other minorities found to be disadvantaged by the SBA, are socially and economically disadvantaged individuals.

2. Such individuals shall submit signed notarized statements attesting their membership in a presumed socially and economically disadvantaged group.

3. Personal Net Worth

a. We will require all disadvantaged owners of applicants and of currently certified DBEs whose eligibility under part 26 we review, to submit a statement of personal net worth to NCDOT upon submission of new applications or re-certifications. If personal net worth exceeds \$1.32 million, the individual's presumption of economic disadvantage is rebutted.

4. Confidentiality

We will safeguard from disclosure to third parties information that may reasonably be regarded as confidential business information, consistent with Federal, state, and local law. Notwithstanding any contrary provisions of state or local law, we will not release personal financial information submitted in response to the personal net worth requirement to a third party (other than DOT) without the written consent of the submitter.

D. Business Size Determinations

To be an eligible DBE, a firm must be an existing small business, as defined by the Small Business Administration; and not have had average annual gross receipts in excess of \$16.6M over the firm's previous 3 fiscal years. This amount shall be adjusted for inflation from time to time in accordance with DOT rules and regulations.

E. Ownership Determination

Eligible DBE firms or corporations shall be at least 51 percent (51%) owned and controlled by socially and economically disadvantaged individuals in accordance with 49 CFR 26.69. Such ownership shall be real, substantial, continuing, and go beyond pro forma ownership reflected merely in ownership documents. The disadvantaged owners shall enjoy and demonstrate customary incidents of ownership, and share in the risks and profits commensurate with their ownership interests. In determining whether socially and economically disadvantaged individuals own and

control firms, the City of Greensboro/GTA shall consider the facts in the record as a whole.

F. Control Determinations

The NC DOT shall certify as DBEs only those firms that demonstrate they are independent businesses. The viability of such firms shall not depend on relationships with other firms. The independence and control of DBE firms shall be determined in accordance with 49 CFR Part 26.71. In determining whether socially and economically disadvantaged individuals control their firms, the NC DOT shall consider the facts in the record as a whole.

G. Other Considerations

As numerous Court decisions have noted, the Federal regulations for the implementation of a Disadvantaged Business Enterprise (DBE) Program are supported by a compelling need to address discrimination and its effects. This basis for a DBE program has been established by Congress and applies on a nationwide basis. The City of Greensboro's Disadvantaged Business Enterprise (DBE) program carries out the rules and guidelines found in the Code of Federal Regulations (Title 49, Part 26). Its primary objectives are to: 1) ensure nondiscrimination in the award and the administration of DOT-assisted contracts in the Department's financial assistance programs; 2) create a level playing field on which DBEs can compete fairly for DOT-assisted contracts; 3) ensure that only firms that fully meet this PART's eligibility standards are permitted to participate as DBEs; 4) help remove barriers to the participation of DBEs in DOT-assisted contracts; 5) assist the development of firms that can compete successfully in the marketplace outside the DBE program; and 6) provide appropriate flexibility to recipients of Federal financial assistance in establishing and providing opportunities for DBEs.

Unified Certification Program – Section 26.81

The City of Greensboro/GTA is the member of a Unified Certification (UCP) administered by the NCDOT. The UCP will meet all of the requirements of this section. The City/GTA will use and count for DBE credit only those DBE firms certified by the State UCP.

A. Initial Certification Procedures Section 26.83 – 26.91

1. The NC DOT certifications shall be based upon the facts in the record as a whole. The certification process shall include:

- a. Conducting on-site visits to firm offices, interviews with firm officials and reviews of resumes and work histories, visits to firm job sites within the local jurisdiction area if possible, or reviewing site visit reports prepared by other DOT recipients.
 - b. Analyzing a firm's stock ownership if the firm is a corporation.
 - c. Analyzing a firm's bonding and financial capacity.
 - d. Determining a firm's work history including contracts received and work complete.
 - e. Obtaining statements from DBE firms concerning the type of work they prefer to perform including preferred locations, if any.
 - f. Obtaining or compiling lists of equipment owned or available to DBE firms and licenses the firms, and key personnel possess to perform the work they seek as a DBE.
 - g. Requiring firms to complete and submit attested certification application forms.
2. For information about the certification process, or to apply for certification, firms should contact the NC DOT Office by calling (919)733-5616, extension 336, or by going to the following website: <http://www.ncdot.org/business/ocs/dbe/>

B. Revocation of Certification

The DBE Liaison Officer may recommend revocation of certification when it is found:

1. A firm fails to maintain current certification
2. A firm relocates and fails to notify the City of Greensboro/GTA
3. A firm notifies the City of Greensboro/GTA that it no longer meets certification criteria.
4. A firm requests removal from the DBE roster.

The certification of a business as a DBE may be revoked by the State UCP Certification Specialist if, after investigating, finds that the ownership or control of the business changes so that it no longer meets the definition of DBE as outlined in 49 CFR Part 26; that a business has submitted inaccurate, false, or incomplete information to the city or state; or that, in the performance of a contract at any tier, a business has failed to comply

with DBE requirements. The period of revocation shall be for one year. At the end of revocation, the business may reapply for certification.

C. Certification Appeals

Any firm or complainant may appeal the state's decision in a certification matter first to:

U. S. Department of Transportation
Office of Civil Rights Certification Appeals Branch
1200 New Jersey Avenue, S. E.
West Building, 7th Floor
Washington, DC 20590
TTY: (202) 366-9696
Fax: (202) 366-5575

GTA will promptly implement any DOT certification appeal decisions affecting the eligibility of DBEs for our DOT-assisted contracting.

D. Re-certifications

1. Once certified, a DBE shall update its certification in accordance to the procedures outlined by the NC DOT UCP program.
2. "No Change" Affidavits and Notices of Change

The City of Greensboro/GTA requires all DBEs to inform us, in a written affidavit, of any change in its circumstances affecting its ability to meet size, disadvantaged status, ownership or control criteria of 49 CFR part 26.

E. Denials and Reapplication Procedures

A firm may be denied certification if the City of Greensboro/GTA finds the following:

1. That the business is not at least 51% owned and controlled by the socially or economically disadvantaged business group;
2. That the DBE is not an independent business and does not direct or cause the direction of the management and policies of the firm;
3. That the DBE is not involved in the day to day decision-making process;

4. That an affiliation exists with a majority firm which includes common ownership and/or common management.

The denial of a certification by the state shall be final for that contract and other contracts being let the city at the time of the denial of certification. DBEs denied certification may correct deficiencies in their ownership and control, and apply for certification only for future contracts. A business, which believes its certification has been wrongfully denied, may appeal such decision utilizing the procedure described in Section VII of this document.

SUBPART F – COMPLIANCE AND ENFORCEMENT

Recordkeeping and Monitoring

A. Bidder's List

GTA will compile and maintain a bidder's list, which shall include the firm's name, address, firm's status as a DBE or non-DBE, age of firm and annual gross receipts of the firm.

B. The City of Greensboro/GTA will require prime contractors to maintain records and documents of payments to DBEs for three years following the performance of the contract. Any authorized representative of the City of Greensboro/GTA will make these records available for inspection upon request. This reporting requirement also extends to any certified DBE subcontractor.

GTA will keep a running tally of actual payments to DBE firms for work committed to them at the time of contract award.

GTA will perform interim audits of contract payments to DBEs. The audit will review payments to DBE subcontractors to ensure that the actual amount paid to DBE subcontractors equals or exceeds the dollar amounts stated in the schedule of DBE participation.

C. Reporting to DOT

We will report DBE participation to DOT on a semi-annual basis, using DOT Form 4630. These reports will reflect both commitments as well as payments actually made to DBEs on DOT assisted contracts.

Any participant feeling himself/herself aggrieved by implementation of the DBE program may present such grievance to the City of Greensboro/GTA. A written description of the grievance with appropriate supporting evidence shall be presented to the Public Transportation Division Manager. The Public

Transportation Division Manager will review the grievance and supporting evidence with the DBE Liaison Officer, and make a written response to the participant within ten (10) working days. In the event the participant is not satisfied, said participant may appeal the grievance by filing a written description thereof and any supporting evidence with the Regional Civil Rights Director of the Federal Transit Administration, 230 Peachtree Street, NW, Suite 800, Atlanta, GA. The Regional Director shall hear the grievance within forty-five (45) working days and shall make a decision thereon, which decision shall be final. Any participant not satisfied by a decision of the Regional Civil Rights Director may avail himself/herself of any remedy available under the law.

Contractor Reporting Requirements

Contractors will be required to submit periodic reports on subcontracting on federally assisted projects in such form and manner and at such time as the city may prescribe in the contract. If a subcontract is not awarded to a DBE, the contractor must document why. Contractors will further be required to report all suspected instances of companies fraudulently claiming DBE status in order to unjustly benefit from the requirements of the program.

Public Participation and Outreach

- A. The City of Greensboro/GTA will allow a period of at least thirty (30) days between advertising and receiving construction bids to provide DBEs adequate time to obtain bonding and any needed technical assistance. GTA will make available a list of proposed procurement and construction projects and brief descriptions of each to DBEs, DBE Associations, assistance agencies, and training resources. A copy of this list will be maintained the GTA office. The City/GTA will provide a central location to make available complete information on DOT construction projects.
- B. All bid notices for construction projects over \$50,000 will be advertised in a daily newspaper having general circulation in the area for which bids are requested. The City of Greensboro/GTA will ensure that bid notices are supplied to the Small Business Administration, the Minority Business Development Agency, DBE trade associations, technical assistance agencies, minority economic development groups and DBEs with capabilities relevant to the bid notices as identified by the DBE Data Bank.
- C. The City will conduct workshops where DBEs will have an opportunity to receive assistance in completing bid forms and receive clarification of any areas of contracts in which there are questions.

Attachment A

Organizational Chart

Greensboro City Council

Assistant City Manager

DBE Liaison Officer (Director of GDOT)

Public Transportation Division Manager (DBE Program Coordinator)

City of Greensboro Legal Counsel

Transportation Planner

Attachment B

DBE Directory

<https://partner.ncdot.gov/VendorDirectory/default.html>

Attachment C

Forms Documenting Good Faith Efforts

**FORM 1: DISADVANTAGED BUSINESS ENTERPRISE (DBE)
UTILIZATION**

The undersigned bidder/offeror has satisfied the requirements of the bid specification in the following manner (please check the appropriate space):

_____ The bidder/offeror is committed to a minimum of _____% DBE utilization on this contract.

_____ The bidder/offeror (if unable to meet the DBE goal of _____%) is committed to a minimum of _____% DBE utilization on this contract and submits documentation demonstrating good faith efforts.

Name of bidder/offeror's firm:

State Registration No. _____

By _____ (Signature) _____ (Title)

FORM 2: LETTER OF INTENT

Name of bidder/offeror's firm:

Address: _____

City: _____ State: _____ Zip: _____

Name of DBE firm:

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Description of work to be performed by DBE firm:

The bidder/offeror is committed to utilizing the above-named DBE firm for the work described above. The estimated dollar value of this work is:

\$ _____

Affirmation

The above named DBE firm affirms that it will perform the portion of the contract for the estimated dollar value as stated above.

By:

(Signature) (Title)

If the offeror does not receive award of the prime contract, any and all representations in this Letter of Intent and Affirmation shall be null and void. Submit this page for each DBE subcontractor.



Transportation Department
City of Greensboro

Attachment D

June 12, 2013

Methodology Used to Establish an Annual DBE Percentage Goal for the City of Greensboro/Greensboro Transit Authority for Federal Fiscal Years 2014, 2015 and 2016

Background: The Disadvantaged Business Enterprises (DBE) program is mandated by Congress and is carried out by state and local transportation agencies under the rules and guidelines found in the Code of Federal Regulations (Title 49, Part 26). The primary objectives of the program are to: 1) ensure nondiscrimination in the award and the administration of DOT-assisted contracts in the Department's financial assistance programs; 2) create a level playing field on which DBEs can compete fairly for DOT-assisted contracts; 3) ensure that only firms that fully meet this PART's eligibility stands are permitted to participate as DBEs; 4) help remove barriers to the participation of DBEs in DOT-assisted contracts; 5) assist the development of firms that can compete successfully in the marketplace outside the DBE program; and 6) provide appropriate flexibility to recipients of Federal financial assistance in establishing and providing opportunities for DBEs. The goal setting requirements, detailed in 49 C.F.R. Part 26, are passed down to the local entities as a requirement for receiving federal funding. In accordance with requirements of the U. S. Department of Transportation as set forth in 49 C.F.R. Part 26, as amended, the City of Greensboro/Greensboro Transit Authority hereby notifies the public that it has established an annual percentage goal of 11 percent for fiscal years 2014, 2015 and 2016.

Goal Setting Methodology – Step One – Develop a Base Figure

The goal setting process was a two-step process, the first to develop a base figure for the relative availability of DBEs; and second, to make any necessary adjustments to the base figure. The relative availability of DBEs is the total number of ready, willing and able DBE firms divided by the total number of all firms for the types of contracts an entity anticipates awarding.

$$\text{Base figure} = \frac{\text{Ready, willing and able DBEs}}{\text{All firms ready, willing and able}}$$

The methodology to determine availability of DBEs was to primarily use evidence from census data, empirical data from Greensboro's recent Disparity study, and the State UCP directory. The Bureau of the Census ran special tabulations that provided data on disadvantaged businesses by two-digit NAICS codes. To maximize the comparability of the participation data with the utilization data, census industry categories were selected

which best matched the types of enterprises which the City of Greensboro/Greensboro Transit Authority would most likely do business. The NAICS codes used were (23) Construction, (48) Transportation, and (54) Professional Services, (31) Manufacturing, and (22) Utilities. The data were aggregated both by state and county.

The number of available businesses derived from the Census Bureau’s County Business Pattern (CBP) database for Greensboro’s Urbanized Area in the most likely contracted areas totaled 7405. This number was divided into the total number of available DBEs taken from the States UCP directory. The utilization percentage ratio using this process came to 17.89 percent or 18 percent.

1325 (# firms in State UCP Directory)
7405 (# of Businesses in Urbanized Area)
Equals .1789 or 17.89% (rounded off at 18%)

Step Two – Adjust Base Figure:

After calculating a base figure of the relative availability of DBEs, evidence was examined to determine what adjustment was needed, if any, to the base figure in order to arrive at the overall goal in order to reflect as accurately as possible the DBE participation. The estimated project budget over the next three Fiscal Years is approximately \$5.1M per year.

The type of evidence considered to adjust the base figure included the current capacity of DBEs to perform the work, disparity studies, and median past participation on similar contracts. The Step One Base Figure was then averaged with the median of the past three year’s participation rates.

Past Goal Evaluation

	<u>Goal</u>	<u>Actual</u>
FFY 2010	20%	100%
FFY 2010	20%	7.73%
FFY 2011	20%	0%
FFY 2011	20%	57.8%
FFY 2012	20%	0%
FFY 2012	20%	0%

Median Calculation

[0% 0% 0% 7.73% 57.8% 100%]

$(0 + 7.73)/2 = 3.86$ (rounded up to 4%)

Median = 4%

Step 1: 4% (median past participation) + 18% (base figure determined in step one) = 22%

Step 2: 22% / 2 = 11%

The City of Greensboro/Greensboro Transit Authority's DBE goal for Federal transit funds for FFYs 2014-2016 is 11%. Greensboro's Disparity study provided strong evidence to support the setting of aspirational goals by business categories due to the underutilization of Minority and Women-owned businesses in City contracts. Even though GTA was able to exceed its overall goal of 20 percent with race-neutral means for two consecutive years, DBEs continue to be underutilized on federally funded Construction projects. For that reason, it is recommended that 8 percent of the overall goal be achieved through race-neutral measures and 3 percent of the goal be achieved through race-conscious means.

Attachment E

Link to 49CFR Part 26

<http://www.fta.dot.gov/civilrights/12326.html>

Attachment F

Monitoring and Enforcement Mechanisms/Legal Remedies

The Greensboro Transit Authority has available several remedies to enforce the DBE requirements contained in its contracts, including, but not limited to, the following:

1. Breach of contract action, pursuant to the terms of the contract;
2. Breach of contract action, pursuant to Greensboro Code of Ordinances, Chapter 12, Article II, Section 12.2(2).
3. Breach of contract action, pursuant to NCGS. 136-28.10 and NCGS Part 143-134-1(a,b);

In addition, the federal government has available several enforcement mechanisms that it may apply to firms participating in the DBE program, including, but not limited to, the following:

4. Refusal to accept a response or proposal;
5. Disqualification of a Respondent, contractor or other business from eligibility for providing goods or services to the City for a period not to exceed two years (upon City Council approval).
6. Suspension or debarment proceedings pursuant to 49 CFR Part 26
7. Enforcement action pursuant to 49 CFR Part 31
8. Prosecution pursuant to 18 USC 1001.

[Note: the examples provided above are not intended to be an exclusive or exhaustive list of the monitoring mechanisms and legal remedies used by the City of Greensboro.



GTA Board Meeting
Agenda Item: V-D
Meeting Date: March 25, 2014
Page 1 of 10 (Handout)

SUBJECT: FY2014 Program of Projects

RECOMMENDATION/ACTION: Board Approval

BACKGROUND: Annually, the City of Greensboro applies for FTA and NCDOT funding to support the City's public transportation program and the Greensboro Transit Authority. The City is required to hold a Public Hearing to inform the general public about the proposed operating, planning and capital projects and the estimated costs. The City Council is also required to adopt a resolution authorizing the filing and/or execution of subsequent grant agreements for the proposed projects. Listed below are the detailed Program of Projects recommended for funding under the FTA Section 5303 Metropolitan Planning Program, Section 5307 Urban Formula Grant Program, Section 5310 Enhanced Mobility of Seniors and Individuals with Disability Program, Section 5339 Bus and Bus Facility Program, Surface Transportation Program – Direct Apportionment Funds (STP-DA), the Congestion Mitigation and Air Quality Improvement Program (CMAQ) of the Moving Ahead for Progress in the 21st Century (Map-21) and the NCDOT State Maintenance Assistance Program (SMAP).

NOTICE OF PUBLIC HEARING
City of Greensboro/Greensboro Transit Authority
Greensboro Urbanized Area

Notice is hereby given that a public hearing will be held by the City of Greensboro, North Carolina, in Council Chambers, Second Floor, Melvin Municipal Office Building at 6:00 PM, on May 6, 2014 for the purpose of considering projects and amendments to projects for which financial assistance under Section 5303 Metropolitan Planning Program, Section 5307 Urbanized Area Formula Grants Program, 5310 Enhanced Mobility of Seniors and Individuals with Disabilities Program, Section 5339 Bus and Bus Facility Program, Surface Transportation Program – Direct Apportionment Funds (STP-DA) and Congestion Mitigation and Air Quality Improvement Program (CMAQ) of the Moving Ahead for Progress in the 21st Century (MAP-21) and the NCDOT State Maintenance Assistance Program (SMAP) is being sought. The proposed Program of Projects (POP) is available for public inspection for thirty (30) days in the Office of the Greensboro Department of Transportation – Public Transportation Division, located at 223 W. Meadowview Road, from 8:00 AM until 5:00 PM, or you may visit our website at www.greensboro-nc.gov/gta for detail information. Public comments regarding the proposed POP can be mailed to the Greensboro Department of Transportation, Public Transportation Division, P.O. Box 3136, Greensboro, North Carolina, 27402-3136, ATT: Mrs. Elizabeth G. James, Public Transportation Manager. The proposed POP will be the final program unless amended. If you have questions, you may contact Mrs. Elizabeth G. James at (336) 373-2820. The final POP will be available for public inspection for thirty (30) days beginning May 6, 2014.

A. Program of Projects (POP) - FY 2014 & FY 2015

The City of Greensboro has developed a detailed Program of Projects recommended for funding under the Federal Transit Administration (FTA) Section 5303 Planning Program, Section 5307 Direct Apportionment Program, 5310 Enhanced Mobility of Seniors and Individuals with Disabilities Program, Section 5339 Bus and Bus Facility Program, Surface Transportation Program – Direct Apportionment Funds (STP-DA) and Congestion Mitigation and Air Quality Improvement Program (CMAQ).

1. Description of Projects – Section 5303 Planning Assistance - FY 2015

- a. The City of Greensboro is applying for Federal planning assistance to support on-going short range service planning activities for the Greensboro Transit Authority, which includes: Conducting public transportation studies and plans in coordination with the MPO to assess system data to refine services and increase system efficiency, productivity and responsiveness to community needs for Fixed Route, Paratransit and Flex Route Services. The estimated total project costs are:

\$ 107,720	Federal
\$ 13,465	NCDOT
<u>\$ 13,465</u>	City of Greensboro
\$ 134,650	TOTAL

2. Description of Projects – Section 5307 Urbanized Area Formula Grants-FY 2014

- a. The City of Greensboro is applying for up to 10% of the Federal assistance to support the Total Net Operating Expenses of ADA-Complementary Paratransit Services. The estimated total project costs are:

\$ 491,926	Federal
<u>\$ 122,982</u>	City of Greensboro
\$ 614,908	TOTAL

- b. The City of Greensboro is applying for Federal planning assistance for the J. Douglas Galyon Depot renovation project. Specifically, the funds will be used to conduct a Feasibility Study and Schematic Design of the Depot facility.

\$ 100,000	Federal
\$ 12,500	State
<u>\$ 12,500</u>	City of Greensboro
\$ 125,000	TOTAL

- c. The City of Greensboro is applying for Federal assistance to support up to 80% of the preventive maintenance costs for the Greensboro Transit Authority (GTA). The Preventative Maintenance will be accomplished through third party contracting. The proposed project will serve the Greensboro Urbanized Area, and will support public transportation services sponsored by the City of Greensboro through the GTA. The estimated total project costs are:

\$ 1,232,217 Federal
\$ 308,054 City of Greensboro

\$ 1,540,271 TOTAL

- d. The City of Greensboro is applying for capital funds for the purchase of security enhancements for the Greensboro Transit Authority. Specifically, these funds will be used to support the purchase of replacement and spare Mobile Data Terminals (MDT) for the Paratransit Vehicles. The estimate total project costs are:

\$ 49,193 Federal
\$ 12,298 City of Greensboro

\$ 61,491 TOTAL

- e. The City of Greensboro is applying for capital funds for the purchase of transit improvements for the Greensboro Transit Authority. Specifically, these funds will be used to support the landscaping expenses for the Greensboro Transit Authority Operations/Maintenance Facility & Administration Office and the J. Douglas Galyon Depot facilities. The estimate total project costs are:

\$ 49,193 Federal
\$ 12,298 City of Greensboro

\$ 61,491 TOTAL

- f. The City of Greensboro is applying for Federal Assistance to support the Operating Expenses for the Greensboro Transit Authority (GTA). The proposed project will serve the Greensboro Urbanized Area, and will support public transportation services sponsored by the City of Greensboro through GTA. The estimated project costs are:

\$2,996,733	Federal
<u>\$2,996,733</u>	City of Greensboro
\$5,993,466	Total

3. Description of Projects – Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities - FY 2014

- a. The City of Greensboro is applying for Federal Assistance to enhance mobility for seniors and persons with disabilities by providing funds to serve the special needs of transit-dependent populations beyond traditional public transportation services and American with Disability Act (ADA) paratransit services. Specifically, GTA will use funding to support eligible expenses associated with expanding the current hours of operations for ADA paratransit service that are beyond the hours provided on Fixed Route services. The estimated total project costs are:

Operating Assistance

\$ 212,741	Federal
<u>\$ 212,741</u>	Local
\$ 425,482	TOTAL

Program Administration

\$ 23,638	Federal (100% Match)
\$ 449,120	GRAND TOTAL

4. Description of Projects – Section 5339 Bus and Bus Facility Program-FY 2014

- a. The City of Greensboro is applying for Federal assistance to support the purchase of 1 (one) 40ft Hybrid-Electric Replacement Fixed Route Bus:

\$ 552,878	Federal
\$ 53,289	NCDOT
<u>\$ 59,951</u>	City of Greensboro
\$ 666,118	TOTAL

5. Description of Projects – Surface Transportation Program – Direct Apportionment Funds (STP-DA) Program-FY 2014

- a. The City of Greensboro is applying for Federal assistance to support up to 80% of the preventive maintenance costs for the Greensboro Transit Authority (GTA). The Preventative Maintenance will be accomplished through third party contracting. The proposed project will serve the Greensboro Urbanized Area, and will support public transportation services sponsored by the City of Greensboro through the GTA. The estimated total project costs are:

\$ 1,400,000	Federal
<u>\$ 350,000</u>	City of Greensboro
\$ 1,750,000	TOTAL

6. Description of Projects – Congestion Mitigation and Air Quality Improvement Program (CMAQ) -FY 2014

- a. The City of Greensboro is applying for Federal assistance to support the purchase of 4 (four) 40ft Hybrid-Electric Replacement Fixed Route Buses:

\$ 2,090,000	Federal
<u>\$ 522,500</u>	City of Greensboro
\$ 2,612,500	TOTAL

7. Description of Projects – NCDOT State Maintenance Assistance - FY 2014

- a. The City of Greensboro is applying for NCDOT State Maintenance Program funding to support the net operating costs of the Greensboro Transit Authority within the Greensboro Urbanized Area. The estimated total project costs are:

\$ 1,681,975	NCDOT
<u>\$ 1,681,975</u>	City of Greensboro
\$ 3,363,950	TOTAL

GRANT AGREEMENTS, GRANT APPLICATIONS, ANNUAL OR BIENNIAL APPLICATIONS, ANNUAL BUDGETS, AND OTHER SUCH DOCUMENTS, AS APPROPRIATE, PURSUANT TO RELEVANT SECTIONS OF THE FEDERAL TRANSIT ADMINISTRATION MOVING AHEAD FOR PROGRESS IN THE 21ST CENTURY (MAP-21), AS AMENDED.

WHEREAS, the City of Greensboro and the North Carolina Department of Transportation will apply and receive grants from the U.S. Department of Transportation as authorized by Chapter 53 of Title 49, U.S.C. (Sections 5307 Capital and Section 5303 Planning Assistance of the Transportation Equity Act for the 21st Century, as amended) to provide operating, capital and planning projects; and

WHEREAS, the Federal Transit Administration under the Moving Ahead for Progress in the 21st Century (MAP-21), provides Federal funds to support public transportation services;

WHEREAS, the City of Greensboro and the North Carolina Department of Transportation will apply and receive grants from the U.S. Department of Transportation as authorized by the Federal Transit Administration;

WHEREAS, the purpose of these transportation funds is to provide grant monies to local agencies to support planning, operating and capital assistance projects and provision of public transportation services; and

WHEREAS, Article 2B of Chapter 136 of the North Carolina General Statutes and the Governor of North Carolina have designated the North Carolina Department of Transportation as the agency responsible for administering funds received through the Federal Transit Act of 1991 legislation; and

WHEREAS, the contracts for financial assistance will impose certain obligations upon the City of Greensboro, including the provision of the local project costs; and

WHEREAS, it is required by the U.S. Department of Transportation and the North Carolina Department of Transportation in accord with the provisions of Title VI of the Civil Rights Act of 1964, that in connection with the filing of an application for assistance under the TEA 21, as amended, the City of Greensboro, as applicant, gives assurance that it will comply with Title IV of the Civil Rights Act of 1964 and other pertinent directives and the U.S. Department of Transportation and the North Carolina Department of Transportation requirements there under; and

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WHEREAS, it is the goal of the City of Greensboro, as an applicant, that Disadvantaged Business Enterprises (DBEs) be utilized to the fullest extent possible in connection with the project, and that definitive procedures shall be established and administered by the City of Greensboro as applicant to ensure that DBEs shall have the

maximum feasible opportunity to compete for contracts and purchase orders when procuring construction contracts, supplies, equipment contracts, or consultant or other services; and

WHEREAS, the City of Greensboro hereby assures and certifies that it will comply with the Federal Statutes, regulations, executive orders, the Section 5333(b) Labor Protection requirements, and all administrative requirements which relate to the applications made to and grants received from the Federal Transit Administration; and

NOW, THEREFORE, BE IT RESOLVED BY THE CITY OF GREENSBORO:

1. That the City of Greensboro is authorized to file and execute FTA and NCDOT Grant Agreements, Annual or Biennial Applications, Annual Budgets, and other such documents, as appropriate, on behalf of the City of Greensboro with the North Carolina Department of Transportation, to aid in the financing of public transportation services as described therein.
2. That the City of Greensboro is authorized to furnish such additional information as the Federal Transit Administration and the North Carolina Department of Transportation require in connection with such FTA and NCDOT Grant Agreements, Annual and Biennial Applications, Annual Budgets, and other such documents, as appropriate.
3. That the City of Greensboro is authorized to set forth and execute Disadvantaged Business Enterprise (DBE) policies and procedures in connection with all procurement needs associated with such FTA and NCDOT Grant Agreements, Annual and Biennial Applications, Annual Budgets, and other such documents, as appropriate.

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4. That the City of Greensboro is authorized to execute grant agreements on behalf of the City of Greensboro with the Federal Transit Administration and the North Carolina Department of Transportation to aid in the financing and effectuating of the purposes of such FTA and NCDOT Grant Agreements, Annual and

Biennial Applications, Annual Budgets, and other such documents,
as appropriate.



**GTA Board Meeting
March 25, 2014
Agenda Item V-D
Page 1 of 2
HANDOUT**

SUBJECT: Approval of Two-Month Extension – Veolia Transportation Services, Inc.

RECOMMENDATION: As Deemed Appropriate By the Board

Background

In February 2009, the City awarded a three-year contract to Veolia Transportation Services, Inc., to provide on-going management and operation of the GTA Fixed Route, Demand Response, and Flex Route Services and ADA Complementary Services for the Greensboro community. In February 7, 2013, the City Council approved the two-year renewal option to extend the contract until June 20, 2014.

Recently, the City initiated a Request for Proposal solicitation process to hire a Contractor for the new contract. In order to comply with FTA requirements for a completed Independent Cost Estimate for the new contract, the RFP was re-issued December 18, 2014 and the Proposal due date was extended to March 27, 2014. In order for the RFP solicitation process to be completed and to allow for an adequate transition period for the Contractor, it is necessary to extend Veolia's current Agreement to August 31, 2014. Therefore, a two-month extension to the current Agreement is required.

Budget Impact

It should be noted that an Independent Cost Estimate or ICE has been completed for the proposed two-month. Veolia proposes the following costs for the two-month period as indicated:

	FY 2014 Base Revenue Hours	Total
	Revenue Hours	Estimated Costs
Fixed Route	25,558 Revenue Hours	\$ 1,647,469
ADA	16,269 Revenue Hours	\$ 987,855

**GTA Board Meeting
March 20, 2014
Agenda Item V-E
Page 2 of
HANDOUT**

Career Express	1,546	\$ 96,888
HEAT	1,105	\$ 70,400
Total	38,232	\$ 2,802,612

Total Estimated Costs for Two-Month Extension \$2,802,612

The funds to support the proposed two-month extension will be budgeted in the FY 2014-2015 Transit Operations appropriation.

Recommendation/Action Requested

Staff recommends that the GTA Board approve the Two-Month Extension of the current Agreement with Veolia Transportation Services, Inc., for the management and operation of the GTA transit services through August 31, 2014 in the amount of \$2,802,612.



Board Briefing
March 20, 2014
Summary of Comments
Page 1 of 2
ATTACHMENTS

BACKGROUND: To address a \$2.5 million budget shortfall attributed to several reductions in funding and the depletion of the reserve account, a series of public meetings were held within each quadrant of the city. Possible service reductions and fare policy changes were discussed as a means to increase revenue. To augment the public meetings, public outreach forms were made available to riders in order to gather additional data on the most traveled routes, the primary trip purposes, and how riders would be impacted by the proposed changes. Additionally, staff and committee members held two informal gatherings at the depot, one at 2 p.m. and the other at 7:30 p.m. to allow riders who were unable to attend the public meetings to offer their input.

Theme from Riders

Riders on both the Fixed Route and SCAT service similarly expressed the importance of transportation in their lives; indicated that GTA or SCAT was their only means of transportation; was on a fixed income; and stressed that any increase in the fare would create a significant hardship. Financial hardships were particularly expressed among the SCAT riders who characteristically lived in a group home, such as Bell House. There was a general consensus among many of the SCAT riders that the fare should go up incrementally by \$.10 over the next few years to create less of a hardship among riders on a fixed income. Also, it was requested that the SCAT monthly pass be made available again at a cost of \$45. While most of the respondents understood the need for some type of increase to balance the budget, it was suggested that alternatives, other than an increase in fares, be explored since transportation is a quality of life issue for the disabled community.

Based on 141 responses to the rider surveys, the top five routes that were most frequently used by the respondents were (in order of highest to lowest): Route 12 – Randleman Road, Route 11 – High Point Road, Route 6 – Summit Avenue, Route 5 – Gorrell Street, and Route 3- N. Elm Street. Fifty-two of the respondents rode the SCAT Complementary Paratransit Service, and seven riders indicated that they rode the HEAT service. The top two reasons for travel were to employment and medical establishments, followed by trips to and from church and

school, respectively. Other destinations included general purpose trips, i.e. shopping, to the movies, restaurants and for recreational purposes.

When asked how the service reduction and fare changes would affect them, the areas of greatest comment and concern and frustration from fixed route riders were: “the service is inadequate for persons working second shift”, “they would not be able to get to work if the service stops at 6 p.m., and the possibility of them losing their late shift job.

Some riders expressed that reducing the number of evening routes on both the weekdays and Saturdays would cause overcrowding and on-time performance issues. There were a few requests to extend Sunday service to 8 p.m. or longer, and to begin Saturday service earlier to accommodate work schedules.

Appendix A – Ridership Survey (Public Outreach Form)

Rider Survey Summary Based on 141 Returned Public Outreach Forms

1. What services are you currently using? (Check all that apply)

	<u>Responses</u>
GTA (Name Routes)	
Route 1 – W. Wendover	44
Route 2 – Four Seasons	44
Route 3 – N. Elm Street	45
Route 4 – Four Seasons	35
Route 5 – Gorrell Street	47
Route 6 – Summit Ave.	54
Route 7 – Friendly Ave.	38
Route 8 – Battleground	42
Route 9 – W. Market St.	35
Route 10 – E. Market St.	22
Route 11 – High Pt. Rd.	56
Route 12 – Randleman Rd.	61
Route 12A – South Town	31
Route 13 – MLK Jr. Dr.	42
Route 14 – Bessemer Ave.	39
Route 15 – Yanceyville St.	38
Route 17 – Lawndale Dr.	28
Route 21 – Summit Ave	30
Route 22 – E. Market St.	32
Route 23 – Gorrell/Benbow	32
Route 24 – Randleman	31
Route 25 – Four Seasons	31
Route 26 – W. Wendover	30
Route 27 – Friendly Ave.	32
Route 28 – W. Market	29
SCAT	52
HEAT (Name Routes)	7

2. What destinations do you travel?

Employment	85
School	48
Church	63
Medical	65
Other	55

3. Are you representing an agency or organization?

No	95
Yes	13
Name Agency	Shabazz Ctr., RAC, Bell House

4. Are you interested in scheduling a separate meeting to discuss public transportation?

N=141

Yes	51
No	25

5. Please explain how service/fare changes would affect you.

- 5.1 Financial Hardship
- 5.2 Financial Hardship
- 5.3 Placing limits on already limited population
- 5.4 Don't raise (fare) incrementally
- 5.5 I would ride less
- 5.6 I do not have a car; SCAT is my only way of getting around
- 5.7 Not getting any raises to help with fare
- 5.8 Hardship
- 5.9 May have to leave a lot earlier or get there late; 'Will no longer be able to visit; will have to cut back more
- 5.10 I would pay more to ride; I think \$2.00 is too much to charge for bus fare.
- 5.11 I live on a very limited income and, with a raise in fare, I would have to cut something out.
- 5.12 I will not have enough money; raise in fare might stop people riding as much
- 5.13 Financial Hardship
- 5.14 Hardship
- 5.15 Financial Hardship
- 5.16 Would not be able to utilize the service as much due to fixed income
- 5.17 Disabled and live on a fixed income
- 5.18 I am on a limited income; it would affect my budget
- 5.19 I work part time; living paycheck to paycheck; I pay \$29 for a discounted monthly pass
- 5.20 Get rid of assist bus on Sundays; need better customer service; the straps on all of the buses need to be replaced
- 5.21 It would be a true hardship; I am on a fixed income; two-thirds of my income is allotted to housing, the remaining one-third must cover health care, medications and transportation; any substantial increase would force me to make cuts from what is dire to my wellbeing.
- 5.22 The increase in the fare will get in the way of my bills and other livelihood expenses
- 5.23 It will place limitations on the ridership to utilize the service
- 5.24 I do not have an issue with raising the fare up to \$1.75; lack of communication between Drivers, reservations, dispatch; SCAT vans drive out of the way unnecessarily; appreciate Drivers
- 5.25 When my car isn't working well, I ride the bus; it works well for me.
- 5.26 I am on a fixed income; will affect my budget.
- 5.27 Don't want to walk a long distance if routes change.
- 5.28 (will need to) drastically reduce
- 5.29 Would not have any way to get around
- 5.30 Not being able to afford the bus if it (fare) continues to rise. I depend on the bus because I don't have a car. If the bus fare continues to rise, I might as well get a car. I need the bus to maintain my everyday life.
- 5.31 It would make it impossible to ride the bus
- 5.32 Nothing
- 5.33 It would interfere with my work schedule
- 5.34 I don't think that it would affect my ride.
- 5.35 None.

- 5.36 We are the people. I say all of this is stupid. Keep the routes...more if possible.
- 5.37 Cannot afford it.
- 5.38 Don't have a problem with the fare change with better service.
- 5.39 Concerned about stops that will be removed.
- 5.40 I'm on a fixed income.
- 5.41 I wish the Route 11-High Point Road would run after 6:30. After the evening comes, I would like to go other places, but I am trapped because of my health.
- 5.42 Heart condition; use transportation to get to work and doctor.
- 5.43 It wouldn't affect me as much. I would like it if Bus 10 was less crowded by adding an additional bus of some sort. And Lawndale and Battleground should combine into one route since Battleground crosses each other anyways.
- 5.44 Service is already inadequate working second shift at 3:30 p.m. and not being able to have service to get home at night. Sunday and Saturday service when everyone does most of their shipping is totally inadequate.
- 5.45 A lot.
- 5.46 Because of my financial status, it will be devastating.
- 5.47 It's okay with me, but I want the bus routes to remain the same.
- 5.48 The time I get off work is at 11.
- 5.49 It the service changes that would affect my transportation from work. I understand the city is concerned about the budget, but whose to concern yourselves about the citizens that help support the city. It seems like the city spends money on other things that really aren't beneficial to the people.
- 5.50 Affecting route changes on Sundays especially.
- 5.51 More money out of pocket, and can't get to work mornings; Need more money for the bus and loss of employment for the rider on early morning shift; late shift loss of jobs and higher cost.
- 5.52 Employment and means of getting around.
- 5.53 It's really not the fare. It's the timeframe about what times the buses will be stopping because most people get off work pass 6 o'clock. I think all buses should run until 11:30 M-F.
- 5.54 Not being able to see my kids' school activities, as well as my work (schedule).
- 5.55 By the fare going up and inadequate service at night.
- 5.56 Inability to get home from work; I work until 11 p.m.
- 5.57 Stopping the bus service at 10 p.m. makes my work schedule difficult. I will be stuck at work and can't pick up my daughter.
- 5.58 Eighty-five percent of the people are low-budget, below poverty income people. Plain and simple, it's not in the budget.
- 5.59 I depend on Route 11 because of how I do my HIV prevention, and I am going to lose out.
- 5.60 I don't have enough money; single parent and student.
- 5.61 I am very dependent on the bus right now, however this budget cut I'm guessing is problematic. Combining routes will cause overcrowded buses (odors and arguments, etc.). I am claustrophobic and cannot deal.
- 5.62 No way to work or school...not cool!
- 5.63 I will be stuck at school if the time is pushed back to 10 p.m. I have a baby on the way. The combined routine will make the ride longer.
- 5.64 Will affect homeless people really bad; Paying is hard on me because I don't have a job and no income at all...waiting on SSD Appeal Hearing. Going up on bus rates will affect

- me a lot. I can't walk a lot. I have a plate and screws holding my ankle together and it hurts to walk sometimes. Plus my friend has heart failure and can't breathe. She has no income at all like me.
- 5.65 This is my main transportation and I don't have a lot of money to go to daycare, college and appointments.
- 5.66 It wouldn't really (affect me).
- 5.67 My time management and the time I would arrive at school would affect my arrival to school. Also, my appointments would be affected by public transportation.
- 5.68 I work after 6 p.m.
- 5.69 Not at all.
- 5.70 It would completely cripple me and a lot of other GTA, Heat, and SCAT service users. We won't be able to get to work, school or other appointments on time. The fare change is just as serious and crippling as the service change.
- 5.71 I use the bus to get to work, along with my bike. It will incapacitate me greatly.
- 5.72 Sometimes on the weekends only, I have to be at work at 6 a.m. on Saturdays and Sundays.
- 5.73 Need all buses to run longer service on Sunday
- 5.74 It would affect the ability for my clients to get back and forth to work, school and other resources. It would limit the times for me to get back and forth to work.
- 5.75 Route 17 gets me from home and back. I don't have transportation so on the weekends, I need them to be available. Route 2 changes to me are okay. I don't use that route as much. The other two are okay as well.
- 5.76 It messes up how they run the service.
- 5.77 I would not basically have transportation.
- 5.78 Don't stop GTA. I will not have a way to work. I depend on GTA.
- 5.79 It will affect me mostly moneywise. I am a student, so it would be inconvenient for me to travel to and from school.
- 5.80 The fare should stay the same. Buses need to run 24 hours a day, 7 days a week!! The bus should not change because people need the bus to get where they are going!!
- 3/12/14**
- 5.81 Because I'll miss my bus on Saturdays and Fridays getting home late.
- 5.82 The Route 5 nighttime inbound service would not come by Bennett, and that is a safety issue.
- 5.83 Only means of transportation; need to take into consideration people with no job, elderly and single parents
- 5.84 It won't matter because I ride the bus seven days a week. Maybe, it's time for a change.
- 5.85 I think they should not change the bus routes.
- 5.86 (will affect) very little; money will buy \$31 day bus pass
- 5.87 Not being able to work.
- 5.88 Can't get to work if buses stop at 6 p.m.
- 5.89 On fixed income, retired and buy 31-day bus pass
- 5.90 Being a student, the limited evening services may affect my schedule where it would be inconvenient traveling home.
- 5.91 I work third shift; I may be forced to leave home 1 or 2 hours earlier.
- 5.92 I am for raising the price, but I am against changing the routes and times.
- 5.93 Agree with \$1.75 minimum increase, not to exceed that.
- 5.94 I have no problems; just other problems that go on in depot, inside and outside.
- 5.95 The changes in Route 12 would not affect me.

- 5.96 Because I am on a fixed income.
- 5.97 Will have to leave home an extra hour earlier; so will my daughter
- 5.98 I do not receive a lot of income, so I would have to pay more, and wait longer to ride the bus.
- 5.99 Just want to find out if you can extend Sunday service to 8 p.m.
- 6.00 I feel that it will be better if they extend the service
- 6.01 Extend Route 17 and add streetlights on Cotswald and a sidewalk.
- 6.02 I think you're doing the best you can.
- 6.03 (Need fixed route service from) Blackmore Road to Pleasant Garden Road to Kidney Center.

03-12-14

- 6.04 I depend on SCAT to get me from place to place. If the price increases, it would be harder to pay for the rides.
- 6.05 If the prices went up, I cannot afford to go anywhere. I am on a fixed income. The money I receive has to last me all month.
- 6.06 I would not be able to go out as much. I live on a fixed income and the more the price increases, the harder it would be to afford.
- 6.07 If the fare goes up, I would not be able to go places. I have a certain amount of money to use and if the prices go up, I won't be able to go where I want to.
- 6.08 I like to ride SCAT, but if you raise prices, it would cause me to limit my trips because it would be more expensive. I would also like to see SCAT to expand their service so I can visit my family.
- 6.09 I'm on a fixed income and I only have \$66 per month. If punch cards go to \$56, I would be left only \$10 for the rest of the month. I would like to see the monthly pass return. I would only have to pay one time per month as opposed to every trip. I could live with paying between \$35 - \$40 for a monthly pass. If the cost was between \$35 - \$40, I could go more places. Please consider everyone's input before making your decision.
- 6.10 If the price goes up, it will limit my rides. I am on a fixed income and would not be able to go to work, church and recreation as much because I would not be able to afford it. Could you please bring back the monthly pass?
- 6.11 If the prices are raised, I would ride SCAT less.
- 6.12 I am on a fixed income and the fare increase will mean that it will cost me more to ride.
- 6.13 It would affect me financially. With being on a fixed income, it would limit my trips. If it gets too high, I would not be able to afford SCAT.
- 6.14 It would be harder to pay for transportation. I do not work so I don't have employment income. I would not be able to do the things I want to do... for example, going to church.
- 6.15 It would decrease my available funds if the prices go up. It would limit my personal needs because I would not be able to afford items that I need.
- 6.16 I use SCAT for a lot of things. If the price goes up, it will make it harder for me to attend activities. If I could not afford it, I would have to stay home.
- 6.17 Too much high prices
- 6.18 I would not be able to get out as much as I do because I am on a fixed income. If I was not able to ride as much, it would take away my independence.
- 6.19 The prices are good where they are. If prices go up, it will be harder for me to afford.
- 6.20 I would have to use SCAT less. If I rode SCAT a lot, I would not be able to afford it.

N=141

- 6.21 I live with a fixed income. It would cost me more to ride and I really don't have it. I have living expenses that require a lot of money. If the cost goes up more, I won't have money left over for myself.
- 6.22 Please do not raise the price of the SCAT fares very high because I am afraid of the people might not ride SCAT as much. The drivers are real sweet and caring about their riders and I use SCAT transportation and do not want them to lose their jobs because I have been laid off before.
- 6.23 I am glad you have decided to maintain the passes, especially the 40 ride option. I help people get tickets and this option is that I am able to use. I have a compliment for SCAT staff also. When the phone lines were down, I waited for a long time on the phone twice on Friday, until I found out the lines were down. I left messages on Saturday, and I got a call from SCAT staff on Sunday, 3/9/14 by 8 a.m. to make those changes. I appreciate that.

N=141

Rider Survey Summary:

Based on the responses to the rider surveys, the top five routes that were most frequently used by the respondents were ranked as follows (in order of highest to lowest):

Route 12 – Randleman Road	(1)
Route 11 – High Point Road	(2)
Route 6 – Summit Avenue	(3)
Route 5 – Gorrell Street	(4)
Route 3 – N. Elm Street	(5)

Fifty-two of the respondents rode the SCAT Complementary Paratransit Service, and seven riders indicated that they rode the HEAT service. The top two destinations were to employment and medical facilities, followed by trips to and from church and school, respectively. Other destinations included general purpose trips, i.e. shopping, to the movies, restaurants, and for recreational purposes.

When asked how the service reduction and fare changes would affect them, the most likely responses were “it would cause a financial hardship due to being on a fixed income”, “GTA or SCAT is my only means of transportation”, “the service is inadequate for persons working second shift”, “Bring back the monthly pass on SCAT”, and “they would have to cut back and make sacrifices”. A few respondents, however, indicated that the changes would not affect them, that raising the fare to \$1.75 was reasonable, and that they were willing to pay more for better service.

There were other concerns with scheduling issues, i.e. not being able to get to work if the service stops at 6 p.m., the inability to get home from work, and loss of late shift jobs.

There were a few requests to extend Sunday service to 8 p.m. or longer, to begin Saturday service earlier to accommodate work schedules, to allow Route 5 (23) evening service to go by Bennett College, and Route 17 to run on the weekends.

**Greensboro Transit Authority
GTA Proposed Fare and Service Reduction – Public Comments**

February 10, 2014

Comments/Questions	Staff Response
<p>How will Routes 4 and 5 be combined in relation to Windsor Community Center? <i>A. J. Inglesby</i></p> <p>How will Route 6 be affected by combining Routes 4 and 5? <i>Shannon Butler</i></p>	<p>Ridership will be looked at as a whole. Some of the major generators will be re-examined on unproductive routes.</p> <p>Route 6 currently interlines with Route 4 at the depot. Staff will look at if it will be beneficial to have the combined Route to interline with Route 6, or perhaps interlining another Route with 6.</p>
<p>Routes 2 and 11 are usually crowded and arrive late at the depot. She wanted to know if combining them would make it worse. <i>Maggie Dingle</i></p>	<p>These routes will be combined only during the evening and Saturdays; they will remain the same during the weekdays.</p>
<p>Rider stated that fares are already equal or above the state average and that the vast majority of riders are on the lower end of the economic scale; did not feel fare adjustments alone would pull us out of this hole and that we needed to look somewhere else. When the coliseum needs money, they ask City Council for a bond referendum. GTA has not done that over the years and need to do that. GTA is as important as an economic engine as anything in this City and needs to be looked at this way. <i>Lonnie Cunningham</i></p>	<p>A review of the Fares at Peer Systems in NC was discussed. The average base fare is \$2.40. Chapel Hill and WSTA received subsidies to offset their cost. The proposed fare increase would generate additional revenues of \$450,000 for the fixed route system, and an additional \$38,326 for SCAT for a total of approximately \$490,000. Historically, with most fare increases, there is a potential for ridership to initially decrease by 310,000 passenger trips the first year.</p>
<p>Rider asked how long will the proposed change last, given that it has already been projected to be a deficit next year. With the economy the way it is, adjustments are always necessary. The service is great as a whole; however, more consideration needs to be given. <i>Art Saunders</i></p>	<p>Determination has not yet been made. The purpose of the public meetings is to involve the public in the decision making process so that the steering committee and board can take all comments and suggestions into consideration.</p>
<p>Rider commented on the Premium service for SCAT and stated that GTA needs to get a bond referendum on a voting platform where more funds can be generated. He also asked how much money was being generated in advertising dollars. <i>A.J. Inglesby</i></p>	<p>GTA receives less than \$50,000 a year in advertising. The current proposal is for the base fare for premium trips on SCAT to increase to \$1.75, the same as the base fare on the required ADA service and the Fixed Route service. Advertising is primarily a community service and not for profit. GTA is responsive to all advertising requests; however, there does not appear to be a market in Greensboro.</p>
<p>Former board member stated that she has been riding for 11 years and felt that the proposed fare structure was too steep. To take a trip and return will require an additional dollar, and for someone on a fixed income, that's a hardship. It</p>	<p>GTA currently offers passes at a discounted rate on both the SCAT and Fixed Route service. GTA will continue to offer cost savings to riders on both services. Additionally, the proposal continues to allow eligible SCAT riders</p>

**Greensboro Transit Authority
GTA Proposed Fare and Service Reduction – Public Comments**

Comments/Questions	Staff Response
<p>would be better to go back to a stair step process that recognizes the need for increased revenue, but balances that against taking care of the citizen's well-being. A good number of people rely on SCAT for work and that underscores how important the service is.</p> <p style="text-align: center;"><i>Dr. Anyail Ahmad</i></p>	<p>to ride the fixed route service at no cost to them. Any changes to the current proposal will be considered by both the steering committee and the GTA board.</p>
<p>Rider felt that the structure fares were very harsh economically on people on a fixed income. An alternative would be to raise the fares up 10 cents for the next three years. Rider also asked that the monthly pass for SCAT be brought back for \$45/month because there are a lot of people in nursing homes who live on \$66/month.</p> <p style="text-align: center;"><i>Larsina Johnson – RAC</i></p>	<p>One proposal did suggest that the increase in fares be done in increments of 10 cents as in the past, over a period of 3 years. This recommendation will be taken into consideration.</p>
<p>For persons who ride both the SCAT service and Fixed Route service, does a SCAT card still warrant you to a free bus ride on the fixed route bus? Can something be done where rides are free or reduced when showing a Medicaid card?</p> <p style="text-align: center;"><i>Shannon Butler</i></p>	<p>Yes...rides are currently <i>free</i> on the fixed route bus for eligible SCAT riders; however, are not free for persons on Medicaid. The county receives funding for Medicaid trips to and from the doctor. GTA gets reimbursed from the county to provide these trips on SCAT.</p>
<p>Rider stated that he moved from Trinity to get a better quality of life in Greensboro; however, with the SCAT increase, it defeats the purpose of his move.</p> <p style="text-align: center;"><i>Chris</i></p>	<p>The proposal is to continue the free ride on the Fixed Route bus for eligible SCAT riders. The steering committee can make it an option to offer free rides for those with Medicaid cards; however, offering discounts to Medicaid riders is not a federal requirement.</p>
<p>Rider asked if it is being considered to raise the fare to \$4.00 for SCAT trips that fell outside of the ADA service area.</p> <p style="text-align: center;"><i>Lonnie Cunningham</i></p>	<p>Not at this time; however, the steering committee may take this under advisement.</p>
<p>If the premium service is approved, and there are two different prices, how will the riders be made aware of the correct price?</p> <p style="text-align: center;"><i>Rider</i></p>	<p>If there is a two-tiered fare structure, the rider will be told at the time of reservation if the trip falls outside of the 3/4 mile boundary.</p>

Greensboro Transit Authority
GTA Proposed Fare and Service Reduction – Public Comments
Peeler Recreation Center

February 17, 2014

Comments/Questions	Staff Response
Will Route 2 still meet the connector? <i>Kenny Crawford, Jr.</i>	Route 2 will meet the connector on weekdays <i>only</i> .
What is the ridership between 10 p.m. – 11 p.m.? <i>Councilwoman Hightower</i>	Ridership is very low, especially the 11:30 p.m. trip.
Since the Sunday routes being proposed may be run on a Saturday schedule, this should be distinguished when making the schedules. <i>Kenneth Crawford, Jr.</i>	The new printed schedule will address this concern.
What changes would be made to the Career Express service? <i>Maggie Dingle</i>	A proposed change is for PART to take over Career Express. This will reduce the costs by over \$300,000. It would be PART's decision to make changes to Career Express; however, no decisions have been made to date.
Would SCAT be impacted if the \$2 M is reduced through route changes? <i>Anonymous Speaker</i>	SCAT will be starting later in the mornings and ending earlier at night, consistent with the Fixed Route service. Trips to dialysis, however, will start at the designated times.
How much of a deficit is GTA currently facing and how will it be dealt with? Also, would the use of smaller vehicles reduce the costs? <i>Kay Brandon</i>	GTA is facing an approximate \$2.5 M deficit. A combination of service reductions and fare policy changes will need to be implemented to address the deficit. Smaller vehicles would not make a difference, in that the charge to operate the service is not based on the size of the vehicle.
What would happen to the vehicles that are taken out of service? <i>Kenneth Crawford, Jr.</i>	The vehicles are funded with federal dollars, so they could either be put into a contingency fleet, or be given to another property if they still have a useful lifespan.
Will the proposed changes affect the extra buses that provide relief or breakdown service? <i>Maggie Dingle</i>	It would not; no one will be left stranded.
How will the proposed changes accommodate the overcrowding and lateness on Route 25? <i>Kenneth Crawford, Jr.</i>	Sunday service will be increased.

**Greensboro Transit Authority
GTA Proposed Fare and Service Reduction – Public Comments
Peeler Recreation Center**

Comments/Questions	Staff Response
<p>Will the plastic identification card covers be made available again? <i>Anonymous Speaker</i></p>	<p>Staff can look at bringing this back.</p>
<p>Will there be new bus stop signs to reflect the changes in the service? What would the calculation be if the bus fare is raised to \$2.00? <i>Kenneth Crawford, Jr.</i></p>	<p>When changes are made, the signs will be updated with the new numbers. Some stops may be eliminated or added. The new signs will arrive sometime in the Fall. A \$2.00 fare would generate approximately \$445,000, however, may decrease overall ridership initially.</p>
<p>Raising a fare now to only \$1.75 may lead to another increase within a few years. <i>Maggie Dingle</i></p>	<p>Concur.</p>
<p>Is there a way to end the fixed route service at 11 p.m. instead of at 10:00 p.m. so that everyone can stay out later? <i>Anonymous Speaker</i></p>	<p>Changing the last ride from 11:30 p.m. to 11 p.m. will not yield any cost savings; however, it can be considered.</p>
<p>Other systems in North Carolina do not offer transfers. Are they saving by doing this? <i>Kenneth Crawford, Jr.</i></p>	<p>Because GTA's system is designed to require a transfer to complete a one-way trip, there is no charge for a transfer since an additional charge would be an inconvenience to our riders. Charging for transfers, however, would yield additional revenue.</p>

**Greensboro Transit Authority
GTA Proposed Fare and Service Reduction – Public Comments
Greensboro Central Library**

February 19, 2014

Comments/Questions	Staff Response
<p>While it is understood there is additional cost to GTA, the fare should be kept reasonable so that people on a fixed income can still ride. <i>Aaron Shabazz</i></p>	<p>Staff concurs.</p>
<p>Speaker indicated that he rides both SCAT and the fixed route bus service. Instead of raising the fare the full \$.25 in one year, it should be raised \$.10 next year and \$.25 the following year to give people time to adjust. Another suggestion is that the SCAT renewal be every 10 years instead of every 3 years. <i>Lonnie Cunningham</i></p>	<p>FTA gives local entities some flexibility regarding recertification. According to the regulations, an entity may require recertification of the eligibility of ADA paratransit eligible individuals at "reasonable" intervals. (Part 37.125(f)).</p>
<p>Speaker stated that the cost to ride SCAT should go up to \$1.60 at first and then raise the fare to \$.10 over the next three years. Also, the SCAT monthly pass should be made available again. <i>Larsina Johnson</i></p>	<p>Comments will be passed on to Steering Committee for consideration.</p>
<p>The straps for wheelchairs need to be replaced. <i>Alvin McCoy</i></p>	<p>The vehicles are funded with federal dollars, so they could either be put into a contingency fleet, or be given to another property if they still have a useful lifespan.</p>
<p>There is a lack of communication between the SCAT dispatchers and the drivers. The SCAT routes should be inspected more frequently to save on gas costs. <i>David Negron</i></p>	<p>GTA uses an automated scheduling software known as Trapeze, along with MDTs to track real time; however, cancellations do not always get to an operator prior to his or her arrival at a destination.</p>
<p>Accessible and affordable transportation is crucial to the disabled community. Before increasing transportation fares, GTA should explore other avenues of reducing costs. <i>Dennis Burgess</i></p>	<p>Other options being considered are Public-Private partnerships, use of STPDA funds and use of a vehicle fee for transit.</p>
<p>How is the new Route 28 being proposed to run, and how much revenue could be generated with the various fare increases? <i>Kenneth Crawford, Jr.</i></p>	<p>Route 28 will likely be some combination of W. Market Street and Friendly. Raising the base fare to \$1.75 would generate an additional \$203,978; to \$1.60 would generate an additional \$113,000; to \$2.00 would generate an additional \$434,039; and to \$2.25 would generate an additional \$617,589.</p>

**Greensboro Transit Authority
 GTA Proposed Fare and Service Reduction – Public Comments
 Greensboro Central Library**

Comments/Questions	Staff Response
<p>Will staff consider bringing back the guaranteed ride home component for the last run to make sure the late riders get home?</p> <p style="text-align: center;"><i>Lonnie Cunningham</i></p> <p style="text-align: center;"><i>Michael Jackson</i></p>	<p>Staff has considered providing a taxi service to address the last ride; however, a guaranteed ride service will be taken into consideration.</p>
<p>How far in advance does a reservation have to be made on the SCAT service?</p>	<p>A reservation may be made up to 7 days in advance.</p>

Greensboro Transit Authority
GTA Proposed Fare and Service Reduction – Public Comments
Greensboro Central Library

February 19, 2014

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<p>While it is understood there is additional cost to GTA, the fare should be kept reasonable so that people on a fixed income can still ride. <i>Aaron Shabazz</i></p>	<p>Staff concurs.</p>
<p>Speaker indicated that he rides both SCAT and the fixed route bus service. Instead of raising the fare the full \$.25 in one year, it should be raised \$.10 next year and \$.25 the following year to give people time to adjust. Another suggestion is that the SCAT renewal be every 10 years instead of every 3 years. <i>Lonnie Cunningham</i></p>	<p>FTA gives local entities some flexibility regarding recertification. According to the regulations, an entity may require recertification of the eligibility of ADA paratransit eligible individuals at "reasonable" intervals. (Part 37.125(f)).</p>
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<p>The straps for wheelchairs need to be replaced. <i>Alvin McCoy</i></p>	<p>The vehicles are funded with federal dollars, so they could either be put into a contingency fleet, or be given to another property if they still have a useful lifespan.</p>
<p>There is a lack of communication between the SCAT dispatchers and the drivers. The SCAT routes should be inspected more frequently to save on gas costs. <i>David Negron</i></p>	<p>GTA uses an automated scheduling software known as Trapeze, along with MDTs to track real time; however, cancellations do not always get to an operator prior to his or her arrival at a destination.</p>
<p>Accessible and affordable transportation is crucial to the disabled community. Before increasing transportation fares, GTA should explore other avenues of reducing costs. <i>Dennis Burgess</i></p>	<p>Other options being considered are Public-Private partnerships, use of STPDA funds and use of a vehicle fee for transit.</p>
<p>How is the new Route 28 being proposed to run, and how much revenue could be generated with the various fare increases? <i>Kenneth Crawford, Jr.</i></p>	<p>Route 28 will likely be some combination of W. Market Street and Friendly. Raising the base fare to \$1.75 would generate an additional \$203,978; to \$1.60 would generate an additional \$113,000; to \$2.00 would generate an additional \$434,039; and to \$2.25 would generate an additional \$617,589.</p>

Greensboro Transit Authority
GTA Proposed Fare and Service Reduction – Public Comments
Greensboro Central Library

Comments/Questions	Staff Response
<p>Will staff consider bringing back the guaranteed ride home component for the last run to make sure the late riders get home?</p> <p style="text-align: center;"><i>Lonnie Cunningham</i></p> <p>How far in advance does a reservation have to be made on the SCAT service? <i>Michael Jackson</i></p>	<p>Staff has considered providing a taxi service to address the last ride; however, a guaranteed ride service will be taken into consideration.</p> <p>A reservation may be made up to 7 days in advance.</p>

**GREENSBORO TRANSIT AUTHORITY
GTA OPERATIONS/MAINTENANCE FACILITY & ADMINISTRATIVE OFFICE
BOARD ROOM
223 WEST MEADOWVIEW ROAD
GREENSBORO, NORTH CAROLINA
GTA BOARD MEETING
February 25, 2014**

AUTHORITY MEMBERS PRESENT

Lawrence Mann
Robert Jones
Dianne Flowers
Claire Stone
Julie Crowder
Michael Posey

CITY/GTA STAFF PRESENT

Libby James Donna Woodson
George Linney Bruce Adams
Sharon Smiley Burley Wilkins
Adam Fischer Christine Woznac
Kevin Elwood Edward Waldon
James Dickens, Legal

Call To Order

The Meeting was called to order at 6:00 p.m. by Chair Mann.

Special Recognition

Chair Mann recognized Tammy D. Myers as Operator of the Quarter. Photos were taken of Ms. Myers and Chair Mann. He also recognized Wesley McGuire for serving approximately 6 years of as a GTA Board member. Mr. McGuire will be presented with a plaque to honor his years of service on the board. Chair Mann also recognized Carolyn Lyn Weaver, who passed away in early February. A resolution was read in memory of her volunteer service to STAC and other GTA committees.

Speakers from the Floor

Maggie Dingle, a rider of GTA services, asked that the board consider the following: 1) She would like for the televisions at the Depot to be turned back on, at least tuned to the Weather Channel or some other informational program, for the convenience of the riders visiting the Depot; 2) she also pointed out that it is difficult for GTA riders to access the restrooms, and there are a lot of people waiting to get in; 3) she also expressed concerns about smoking in areas that are not designated as smoking areas, and indicated that it is detrimental to the health of others.

Chair Mann responded that because of the problems they have had at the Depot regarding the TVs being on, the Board had previously voted to keep the TVs turned off. He, for one, is not in favor of turning them back on. In January 2013 a representative from the police department addressed the board, and reported on the increase in violence at the Depot as a result of the TVs being on. The Board felt it was best to keep the TVs turned off. In response to the bathroom issues, Libby James stated that the City has been waiting for federal funding to become available to support a project that would include a significant expansion at the Depot that would include additional restroom facilities, a training room, a drivers room, and expansion to GTA's waiting area. Staff is aware of the need for additional restrooms at the Depot. Kevin Elwood also responded that the TVs will soon be used as an informational message board.

City Council Liaison Report

Councilwoman Sharon Hightower stated that Council is working on the budget and transportation items and, right now, that is taking priority.

Concerns from the General Public to the City Council

Kevin Elwood stated that the Greensboro City Council met on February 4 and February 18 and no concerns were raised regarding GTA.

Action Items:

Approval of Minutes for December 4, 2013 Special Called Meeting and January 23, 2014 Board Briefing

Mr. Jones moved approval of the above referenced Minutes as submitted, seconded by Ms. Crowder. The Board voted unanimously in favor of the motion. (Ayes: Mann, Stone, Jones, Flowers, Crowder and Posey. Nays: None.)

A. Approval of Guilford County Jail Assistance Agreement

Bruce Adams stated that staff received a request for the GTA Board's approval to provide transportation service for the evacuation of the Guilford County jail facility in the event of a fire or any other life-threatening situation. The specific requests are to 1) provide the necessary buses and operators required for transporting inmates from the detention center to an alternate jail site; 2) provide the necessary buses and operators required for transporting inmates back to the detention center at the conclusion of the emergency situation. The Assistance Agreement is conditioned upon the availability of GTA buses and available personnel. The number would be determined by the City of Greensboro Public Transportation Manager. It should be noted that the Federal Transit Administration encourages transit systems to provide assistance during such emergencies; however, due to the FTA charter service regulations, GTA cannot charge Guilford County for this service without being in violation. If GTA were to consider charging Guilford County for the service, Guilford County would be required to give a private charter company an opportunity to bid on the service. GTA could, then, only provide the service if no other charter service firm expresses interest in providing the service. Guilford County did not want to put the service out for bid with other private organizations. The actual cost incurred by GTA would be based on the *special event* hourly rate specified in the contract with our service provider, and would include the fuel that would be used to transport the inmates to and from the alternate detention center. It should be noted that it may be possible that GTA could get reimbursed for some of the costs pursuant to the Public Transportation Emergency Relief Program, or the Federal Emergency Management Agency (FEMA) if the requirements are met.

Counsel James Dickens of the City's Legal department, stated that those conditions, basically are, for the President to declare a national emergency, or for the Governor of the state to declare a state of emergency. The Public Transportation Emergency Relief Program can be applied locally, so if the Governor or the mayor were to declare an emergency situation for a city-wide emergency, it is possible to be reimbursed for those costs at that point. If approved, this would be for a five-year agreement.

Mr. Posey moved to approve the Guilford County Jail Assistance Agreement as outlined by staff, seconded by Ms. Flowers. The Board voted unanimously in favor of the motion.

Approval of Professional Services Agreement – Nancy Whelan Consulting

Libby James stated that this item has been on the agenda since December but because of meetings meeting canceled, it had to be deferred. This item is critical, in that it will allow GTA to be compliant with regard to the independent cost analysis or estimate, for any procurements that are utilized using federal dollars. Currently, GTA is involved in a major procurement to hire a new contractor to manage and operate GTA's transit services. Because federal funds are being used to support the current \$15 million dollar contract, GTA is required to have ICE completed as well. Because of the budget issues that GTA is currently facing, the RFP had to be reissued because the scope of work had to be changed, resulting in a two month extension on the current contract. The services of Nancy Whelan Consulting can be procured without going through a competitive bid process, with the approval of the City's Legal department, which they have provided. These services have been secured to prepare the cost estimates at the price of \$12,000 for the RFP process or a contractor, and for the 2 month extension. There are funds currently budgeted and appropriated in the budget to support the \$12,000 contract. Staff, therefore, recommends approval of the proposed contract with Nancy Whelan consulting.

Mr. Posey moved approval of the Professional Services Agreement – Nancy Whelan Consulting, as outlined by staff, seconded by Mr. Jones. The Board voted unanimously in favor of the motion. (Ayes: Mann, Stone, Jones, Flowers, Crowder and Posey. Nays: None.)

Approval of Professional Services Agreement – Ian Wilson

Kevin Elwood stated that GTA, in partnership with local colleges and universities, operates Higher Education Area Transit (HEAT) which provides public transportation services for college students as well as the general public. As with most public transit systems, HEAT maintains a website to deliver important user information including route maps, schedules, transit news. Due to the unique audience targeted by HEAT services, the HEAT marketing subcommittee chose to create a standalone website, separate from the City of Greensboro that would serve as a more effective vehicle for HEAT rider communications. The site content is updated by the public transportation marketing specialist, but the maintenance and hosting has been provided by contractor Ian Wilson since 2011. The consultant has proposed to continue the maintenance and hosting functions as follows:

The consultant will provide managed hosting at a total cost of \$2280.00 for a two-year period. Staff is recommending approval of the professional services agreement with Ian Wilson in the amount of \$2280.00.

Ms. Stone moved approval of the Professional Services Agreement – Ian Wilson, as outlined, seconded by Ms. Crowder. The Board voted unanimously in favor of the motion. (Ayes: Mann, Stone, Jones, Flowers, Crowder and Posey. Nays: None.)

Approval of Contract Award – System Contractors

Bruce Adams stated that GTA initiated a competitive procurement process to hire a contractor to provide bus washer and clarifier tanks preventative maintenance services at the GTA Operations, Maintenance and Administrative facility for three years beginning March 15, 2014 through March 31, 2017. The contract will contain an option for GTA to extend the contract for two additional years. A non-mandatory pre-proposal conference was held on January 23, 2014 to outline the requirements as well as provide the opportunity for questions and explanations. The proposals were due February 6, 2014 and the City received a total of three proposals from vendors. An Evaluation and Selection committee was

established to evaluate and select the most responsive offeror. This committee included staff members from the Public Transportation Division, Facilities Division and Purchasing Division. Each member of the committee was asked to rate the proposers based on their proposals. It was determined in the final evaluation that Systems Contractor provided the most responsive and responsible proposal based on the criteria set forth. Systems Contractor's three-year cost to provide bus washer and clarifier tanks preventative maintenance services is \$117,000. The total estimated cost for the requested services will not exceed \$39,000 annually, and the funds to support eligible expenses for the remainder of 2014 are currently appropriated and budgeted. Staff, therefore, recommends approval of the contract award to Systems Contractor as outlined above.

Mr. Mann moved approval of the Contract Award – System Contractor as outlined by staff, seconded by Ms. Stone. The Board voted unanimously in favor of the motion. (Ayes: Mann, Stone, Jones, Flowers, Crowder and Posey. Nays: None.)

Libby James asked that the report of the DBE Plan be deferred to the March meeting.

Sub-Committee Reports

A. STAC

Chair Mann provided an overview of the minutes of the STAC Public Meeting. Julia Crowder read the minutes of December's meeting for the record, a copy of which is herein incorporated by reference. It was so noted that STAC postponed their February business meeting due to the length of the public meeting.

B. Legislative Update

Libby James addressed the highway funding shortfall, a top USDOT priority. With federal funding from US highways set to run dry within months, US transportation Secretary Anthony Foxx urged Congress on Thursday to come up with long-term solution to pay for roads. The highway trust fund, which relies on an 18.4 cents a gallon tax on gasoline to pay for the federal share of spending on roads, could run out of money perhaps as soon as August. The tax hasn't been raised in two decades, and with Americans driving less since 2007 and turning to more fuel efficient vehicles, the trust fund can't keep pace with the country's roads, building, and maintenance needs. In a report in 2013, the American Society of Civil Engineers said the country's infrastructure was in a woeful state from lack of investment, with one in nine bridges structurally deficient and 40% of major highways congested. More than \$70 billion a year was needed to fix US highways. The US Chamber of Commerce and the AFL-CIO Labor Federation have proposed increasing the fuel tax, which raises about \$35 billion a year in revenue, and includes a 24.4 cents a gallon levy on diesel, but there appears to be little support in Congress for such a move. President Obama has called for using some of the savings from proposed corporate tax reform to replenish the highway fund, but it seems unlikely that a major tax overhaul could pass Congress in an election year. Administration is open to other ways of finding revenue. The Senate Environmental and Public Works committee has proposed doing away with the gas tax and instated raising revenue from a levy on oil refineries. The House Transportation Committee has supported a tax based on the number of miles driven, rather than fuel consumption. Federal funds account for about 45% of state spending on roads and bridges, and the concern that the trust fund was running out of money has caused some projects to be put on hold. Also, the administration may have to slow payments to states as the fund becomes depleted.

In the last decade, the United States has fallen 20 spots in global ranking of infrastructure quality. Closing the infrastructure gap, one of five priorities outlined, would create jobs and put people back to work. The absence of a long-term Surface Reauthorization bill, however, hampers progress. The Secretary talked about the necessity of bringing together the various modes of transportation, and that our transportation system should be greater than the sum of its parts.

C. Marketing and Communications

Kevin Elwood stated that for the entire month of February GTA has been recognizing Black History Month through the campaign of "Journey Through History." People are invited to visit the website and learn about the important contributions that African Americans have made to life, as we know it, in the United States. There are posters on several of the buses regarding the campaign.

Secondly, the marketing of the Real Talk Committee Meetings that have been underway to discuss GTA's budget issues. Publicity of the meetings included the website, social media and public service announcements running on local radio stations, signage in the buses as well as the Talking Bus. There will be a session called "Real Talk on the Go", held at the Depot this Thursday from noon until 2 PM, specifically for people who cannot attend one of the public meetings. Staff will be distributing literature on GTA's budget issues, and conducting a survey.

There will be a LEED Achievement ceremony held on March 6th at 10:00 AM to recognize everyone who was involved in helping the GTA operations and maintenance facility and administrative offices reach the designation of LEED Gold certified. All board members are encouraged to come out and participate in this event.

Libby James stated that this will be the City's first LEED Gold municipal building, quite a high achievement for the city.

Steering Committee Report

Chair Mann stated that the Steering Committee has been established and consists of approximately 20 people from the city, staff, and the general public. This committee is looking at every aspect of the GTA bus system to see where efficiencies can be improved. The committee has held several meetings in several locations at least once a week, usually in a recreation center so that local people can attend. The meetings provide an opportunity for the public to give their opinions on GTA's services and the proposed fare increase. The attendance and input from the public have been good. He stated that there will be reporters coming to the meetings to get information, and he stated that only Libby James, Adam Fischer or Councilwoman Sharon Hightower were authorized to serve in this capacity.

Libby James stated that the public meeting process is a very extensive and exhausting process for the Board members, City Council members, staff and the contractor, but it is important, so priority has been placed on it. Other board members are encouraged to attend. She provided the remaining schedule for the meetings, the next of which is scheduled for February 27 at the Depot, and the next for March 3 at the Lewis Recreation Center beginning at 6:30 PM. She expressed that nothing had yet been finalized in terms of service reductions and fare policy changes. Staff is still receiving comments and any alternatives. The ultimate decision will be made by Greensboro City Council, and the final public meeting will be held on March 25 at 5:30 PM in the GTA Boardroom prior to the March meeting.

Burley Wilkins stated that the operators are being told that situations may arise where riders want to argue with them and they have been asked to leave it on a positive note and if there are any concerns to call either Donna or himself. He will post a memo to the operators to refer anyone from the press to GTA staff.

Public Transportation Manager's Report

Libby James stated that she had nothing more to report at this time.

General Manager's Report

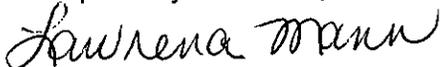
Burley Wilkins stated that on March 4th and 5th he will be going for contract negotiations with the union. He will keep the board posted on the outcome of the negotiations. On March 3-9 the Regional Rodeo will be held in Chapel Hill depending on the weather. The winners of that competition will go to the state competition in April to compete on the state level. He also reported that during the recent inclement weather, the operators did an excellent job and there were no accidents reported.

Claire Stone asked if it were possible to get a curb cut directly in front of the administrative office because the designated handicap parking spaces are long distance from the building and up a hill, making it difficult for participants wishing to sign up or re-certify for SCAT. She also asked if it were possible for the Board members to receive a copy of a list of contracts that GTA has for 2014 and 2013. The reason for this request is that it will familiarize the Board members with contracts that may come before the Board, and the members should be more proactive regarding spending and costs.

Adjournment

There being no further business before the Board, the meeting ended at 7:09 p.m.

Respectfully submitted,



Lawrence Mann, Chair
Greensboro Transit Authority

LM/jd

City of Greensboro
Greensboro Transit Authority
Budget (Modified Accrual Basis) and Actual
For February 28, 2014

	Encumbrances	Revenues/Expenditures		Total Revenues Encumbrances & Expenditures	Appropriations	Unencumbered Balance
		Month to Date	Year to Date			
Operating Revenues:						
Transportation Fares Fixed Route	\$	125,917	1,128,592	\$ 1,128,592	1,722,000	\$ (593,408)
Transportation Fares ADA		65,418	640,698	640,698	1,052,000	(411,302)
Total Operating Revenues		<u>191,335</u>	<u>1,769,290</u>	<u>1,769,290</u>	<u>2,774,000</u>	<u>(1,004,710)</u>
Non-Operating Revenues:						
Ad Valorem Taxes		120,181	8,190,051	8,190,051	8,244,000	(53,949)
Ad Valorem Taxes-Interest		(73,462)	25,334	25,334	5,000	20,334
Interest Earned-Investments		3,665	26,543	26,543	82,000	(55,457)
Motor Vehicle Licenses		93,092	1,113,438	1,113,438	1,265,025	(151,587)
Vending Machine Commission		1,828	12,193	12,193	26,000	(13,807)
Advertising Display			8,772	8,772		8,772
Metered Lot - Depot		370	4,690	4,690	7,400	(2,710)
Special Events						
Federal Grant		1,681,975	1,681,975	1,681,975	4,827,256	(4,827,256)
State Grant		67,592	1,667,543	1,667,543	1,814,848	(132,873)
All Other Revenue		87,353	698,825	698,825	1,867,308	(199,765)
Duke Power Note Principal & Interest					1,048,238	(349,413)
Transfer from Public Transportation Bond Fund						
Total Non-Operating Revenue		<u>1,982,594</u>	<u>13,429,365</u>	<u>13,429,365</u>	<u>19,187,075</u>	<u>(5,757,710)</u>
Total Revenues		<u>2,173,929</u>	<u>15,198,655</u>	<u>15,198,655</u>	<u>21,961,075</u>	<u>(6,762,420)</u>
Expenditures and Encumbrances:						
Wages & Benefits		55,668	458,375	458,375	665,029	206,654
Consultant Services		(47,044)	39,358	39,358	46,734	7,376
Professional Service - Security		13,628	93,722	105,422	155,500	50,078
Outside Publishing & Printing	11,700		44,867	44,867	121,472	76,605
Desktop Services		10,005	81,690	81,690	123,950	42,260
Maintenance & Other Operational		149,178	139,795	758,385	1,052,211	144,648
Fixed Route Service		3,568,846	1,142,630	8,222,854	11,791,700	1,077,189
Van Service-Elderly & Handicapped		2,316,505	542,561	4,042,405	6,804,400	445,490
Multi-Modal Center						
J Douglas Gaylon Depot	37,328		84,199	654,979	939,318	247,011
Transfer to Street & Sidewalk				13,465		(13,465)
Transfer to State & Federal Grants				2,787		286,213
Transfer to GTA Planning				14,412,888		2,570,059
Total Expenditures and Encumbrances	<u>6,083,556</u>	<u>1,941,442</u>	<u>14,412,888</u>	<u>20,496,444</u>	<u>23,066,503</u>	<u>2,570,059</u>
Excess of Revenues Over (Under)	<u>(6,083,556)</u>	<u>232,487</u>	<u>785,767</u>	<u>(5,297,789)</u>	<u>(1,105,428)</u>	<u>(4,192,361)</u>
Expenditures and Encumbrances						
Appropriated Fund Balance - Encumbrances					<u>1,105,428</u>	
Excess of Revenues Over (Under) Expenditures	<u>\$ (6,083,556)</u>	<u>\$ 232,487</u>	<u>\$ 1,891,195</u>	<u>\$ (4,192,361)</u>	<u>\$ 1,105,428</u>	<u>\$ (4,192,361)</u>

GREENSBORO TRANSIT AUTHORITY - February 2014 FIXED-ROUTE OPERATING STATISTICS

February-14	Feb 2014	Jan 2014	Feb vs Jan 2014	Feb 2013	2014 vs 2013	2014 FY-T-D	2013 FY-T-D	PERCENT CHANGE
WEEKDAY RIDERSHIP	248,805	261,218	-4.75%	282,905	-12.05%	2,148,764	2,203,745	-2.49%
WEEKDAY EVENING RIDERSHIP	26,063	25,525	2.11%	30,022	-13.19%	237,837	242,993	-2.12%
SATURDAY RIDERSHIP	27,460	32,157	-14.61%	27,024	1.61%	264,141	263,425	0.27%
SATURDAY EVENING RIDERSHIP	5,012	5,168	-3.02%	4,785	4.74%	43,154	44,275	-2.53%
SUNDAY RIDERSHIP	11,585	11,423	1.42%	11,923	-2.83%	100,646	101,613	-0.95%
EXTRA VEHICLES	3,129	2,661	17.59%	4,990	-37.29%	25,636	30,420	-15.73%
TOTAL RIDERSHIP	322,054	338,152	-4.76%	361,649	-10.95%	2,820,178	2,886,471	-2.30%
TOTAL REVENUE HOURS	10,829	12,127	-10.70%	11,749	-7.83%	97,846	98,379	-0.54%
PASSENGER/REVENUE HOUR	29.74	27.88	6.65%	30.78	-3.39%	28.82	29.34	-1.76%
TOTAL REVENUE MILES	142,619	159,422	-10.54%	154,676	-7.80%	1,287,333	1,294,660	-0.57%
PASSENGER/REVENUE MILE	2.26	2.12	6.46%	2.34	-3.42%	2.19	2.23	-1.74%
AVERAGE FARE	\$ 0.59	\$ 0.56	5.73%	\$ 0.58	3.07%	\$ 0.58	\$ 0.58	-0.67%
COST PER HOUR	\$ 65.33	\$ 66.67	-2.01%	\$ 63.42	3.02%	\$ 65.51	\$ 63.55	3.09%
COST PER MILE	\$ 4.96	\$ 5.07	-2.18%	\$ 4.82	2.99%	\$ 4.98	\$ 4.83	3.11%
COST PER PASSENGER	\$ 2.20	\$ 2.39	-8.12%	\$ 2.06	6.63%	\$ 2.27	\$ 2.17	4.94%
TOTAL FR COST OF SERVICE	\$ 707,530.49	\$ 808,558.55	-12.49%	\$ 745,084.12	-5.04%	\$ 6,409,819.79	\$ 6,251,773.88	2.53%
FAREBOX REVENUE	\$ 129,609.16	\$ 127,805.35	1.41%	\$ 131,370.17	-1.34%	\$ 1,126,825.95	\$ 1,114,280.84	1.13%
PASS SALES	\$ 61,694.25	\$ 62,177.88	-0.78%	\$ 77,060.06	-19.94%	\$ 499,829.08	\$ 561,890.18	-11.05%
TOTAL REVENUE	\$ 191,303.41	\$ 189,983.23	0.69%	\$ 208,430.23	-8.22%	\$ 1,626,655.03	\$ 1,676,171.02	-2.95%
% OF RECOVERY BY FARES	27.04%	23.50%	15.07%	27.97%	-3.35%	25.38%	26.81%	-5.35%
NUMBER OF WEEKDAYS	19	21	-9.52%	20	-5.00%	166	165	0.61%
NUMBER OF SATURDAY	4	5	-20.00%	4	0.00%	39	38	2.63%
NUMBER OF SUNDAYS	4	4	0.00%	4	0.00%	34	35	-2.86%
NUMBER OF HOLIDAYS	0	0	#DIV/0!	0	0.00%	0	2	-100.00%

GREENSBORO TRANSIT AUTHORITY - FEBRUARY 2014 HEAT OPERATING STATISTICS

February-14	February 2014	February 2013	Feb vs Feb 2014 2013	2014 FY-T-D	2013 FY-T-D	PERCENT CHANGE
WEEKDAY RIDERSHIP	28,054	35,662	-21.33%	180,987	207,147	-12.63%
SATURDAY RIDERSHIP	3,739	3,330	12.28%	23,314	21,248	9.72%
SUNDAY RIDERSHIP	1,443	1,221	18.18%	8,318	7,985	4.17%
EXTRA VEHICLES	0	0	#DIV/0!	727	241	201.66%
TOTAL RIDERSHIP	33,236	40,213	-17.35%	213,346	236,621	-9.84%
TOTAL REVENUE HOURS	1,316.93	1,562	-15.67%	8,754.05	9,672	-9.49%
PASSENGER/REVENUE HOUR	25.24	25.75	-1.99%	24.37	24.46	-0.38%
TOTAL REVENUE MILES	14,792.39	17,750	-16.66%	99,505.01	113,376	-12.23%
PASSENGER/REVENUE MILE	2.25	2.27	-0.82%	2.14	2.09	2.73%
TOTAL HEAT COST OF SERVICE	\$ 85,218.54	\$ 97,912.32	-12.96%	\$ 558,526.44	\$ 607,598.77	-8.08%
FAREBOX REVENUE	\$ 758.01	\$ 1,050.34	-27.83%	\$ 5,555.81	\$ 7,552.50	-26.44%
NUMBER OF WEEKDAYS	19	20	-5.00%	118	127	-7.09%
NUMBER OF SATURDAY	4	4	0.00%	24	24	0.00%
NUMBER OF SUNDAYS	4	4	0.00%	22	24	-8.33%
NUMBER OF HOLIDAYS	0	0	#DIV/0!	#VALUE!	0	#VALUE!



PARA-TRANSIT REPORT
February 2014

Distribution of Complimentary Passes:

Late Trips	95
Customer Service Issues	8
Total Distributed	103

Service overview:

Total Trips Provided: 15,647

Cancellations:

Trips Cancelled on Same Day	2,107
Trips Cancelled in Advance	3,139
Trips Cancelled Late	931
Trips Cancelled at the Door	405
Total Cancelled Trips	6,582

No-Show Trips

Total No-Shows 281

Chargeable vs. Non-Chargeable:

Total Chargeable Trips	665
Total Non-Chargeable Trips	952
Total Scheduled Trip:	22,510



**Distribution of Complimentary Passes
for Fixed Route October 2013**

Monday-Friday

Total trips from the depot	9,372
Late departure trips from the depot	85
% of Late departure trips from the depot	0.76%
% of On Time trips from the depot	99.24%
<i>Complimentary Pass- Late departure trip From the depot</i>	<i>0</i>

Saturday

Total trips from the depot	1,020
Late departure trips from the depot	2
% of Late departure trips from the depot	0.20%
% of On Time trips from the depot	99.80%
<i>Complimentary Pass- Late departure trip From the depot</i>	<i>0</i>

Sunday

Total trips from the depot	364
Late departure trips from the depot	1
% of Late departure trips from the depot	0.30%
% of On Time trips from the depot	99.70%
<i>Complimentary Pass- Late departure trip From the depot</i>	<i>0</i>

<i>Complimentary Pass- Customer Service Issues</i>	<i>0</i>
<i>Total Complimentary Passes Distributed</i>	<i>0</i>

**GREENSBORO TRANSIT AUTHORITY
GTA OPERATIONS/MAINTENANCE FACILITY & ADMINISTRATIVE OFFICE
TRAINING ROOM
223 WEST MEADOWVIEW ROAD
GREENSBORO, NORTH CAROLINA
STEERING COMMITTEE MEETING - GTA SERVICE AND FARE POLICY CHANGES
FEBRUARY 6, 2014**

COMMITTEE MEMBERS PRESENT

Lawrence Mann, GTA Board Chair, Co-Chair
Mayor Nancy Vaughan
Council Person Jamal Fox
Council Person Marikay Abuzuaiter
Anthony Barksdale
Larsina Johnson, RAC Chair

CITY/GTA STAFF PRESENT/GUESTS

Libby James Donna Woodson
George Linney Anthony Hayes
Kevin Elwood Burley Wilkins
Adam Fischer
David Parrish, CMO
Sharon Smiley
Claire Stone, GTA Board Member
Paul Clark, Rhino Times
Reporter Kim Wynne, WGHP Fox 8
Brenda Barksdale
Kenny Crawford

Welcome

Adam Fischer welcomed everyone, including riders Larsina Johnson and Artis Barksdale.

Libby James indicated that she was standing in for Chair Mann who was running late. The meeting began with an overview of the transit services presented by George Linney.

Overview of Transit Services

a. Fixed Route Services

George Linney stated that the Greensboro Transit Authority is the public transportation provider in the City of Greensboro and the surrounding areas. GTA operates 16 daytime routes during the weekdays, 15 evening and Saturday routes, 1 connector route on weekdays and Saturdays and 7 daytime routes on Sundays. Weekday daytime service hours are 5:15 am to 6:30 pm and evening hours are 7:30 pm to 11:30 pm. Saturday daytime service hours are 6:00 am to 6:00 pm and evening hours are 7:00 pm to 10:00 pm. Sunday daytime service hours are 6:00 am to 6:00 pm. GTA operates everyday excluding New Year's Day, Thanksgiving Day and Christmas Day. GTA operates on Holiday (Saturday) schedule on Memorial Day, July 4th and Labor Day. GTA operates on a 30-min frequency on 14 routes weekdays from 6:00 am to 6:30 pm. All other times, the routes are on a 60-min frequency.

In partnership with the local colleges and universities, GTA also operates the HEAT (Higher Education Area Transportation) service. The local partners are University of North Carolina at Greensboro, North Carolina A&T State University, Bennett College and Elon University School of Law. GTA operates 4 HEAT routes on weekdays, 2 HEAT routes on Saturdays and 1 HEAT route on Sundays. GTA operates HEAT services 39 weeks out of a year (Fall Semester and Spring Semester).

Route #1, W. Wendover Ave., operates primarily on Friendly Ave./Market St., Aycock St., Spring Garden St., and W. Wendover Ave. Buses operate every 30 minutes. The major destinations are UNC-G, Wal-Mart, Target, Super K-Mart, Social Security Administration and Strayer University (Koger Blvd.). The frequency of service is every 30 minutes using 3 buses during the weekdays, hourly service using 1 bus on evenings and hourly service using 2 buses on Saturdays. The ridership for FY2013 was 278,218 annual passenger trips on weekdays/Saturdays and carries the 5th highest ridership, 35,251 annual passenger trips on evening and carries the 4th highest ridership.

Route #2, Four Seasons, operates primarily on Spring Garden St./Walker Ave., Tate St., Lee St., Glenwood Ave., Florida St., Vanstory Ave., Four Seasons Blvd., Vandalia St., Creekridge Rd., Koury Blvd., and High Point Rd. The major destinations are UNC-G, Greensboro College, Four Seasons Town Centre, Coliseum Shopping Center, Industries of the Blind, and Greensboro Public Library Glenwood Branch. The frequency of service is every 30 minutes using 2 buses during the weekdays, hourly service using 1 bus on evenings and hourly service using 1 bus on Saturdays. The ridership for FY2013 was 219,201 annual passenger trips on weekdays/Saturdays and carries the 7th highest ridership, 32,820 annual passenger trips on evenings and carries the 5th highest ridership.

Council Person Sharon Hightower asked if an additional bus is used to help alleviate the overcrowding.

George Linney stated that additional buses are used and occasionally a van would be used depending on the severity of the overcrowding and the information received from the operator.

Route #3, N. Elm St., operates primarily operates on North Elm St., Pisgah Church Rd. and Church St. The major destinations are Moses Cone Hospital, Greensboro Kidney Center, Greensboro Mental Health Dept., New Bridge Bank Park, Golden Gate Shopping Center and North Elm Village Shopping Center. The frequency of service is every 30 minutes using 2 buses during the weekdays, hourly service using 1 bus on evenings and hourly service using 1 bus on Saturdays. The ridership for FY2013 was 257,216 annual passenger trips on weekdays/Saturdays and carries the 6th highest ridership, 29,117 annual passenger trips on evenings and carries the 5th highest ridership.

Route #4, Benbow/Willow Rd., operates primarily on MLK Jr. Dr., Julian St., S. Benbow Rd., E. Florida St., Willow Rd., Rotherwood Rd., Alamance Church Rd., Bothwell St., Ardmore Dr., Pear St., and Lee St. The major destinations are Kindred hospital, Guilford Health Care Center, Alamance Church Rd. and Greensboro Public Library Vance Chavis Branch. The frequency of service is every 30 minutes using 2 buses during the weekdays, hourly service using 1 bus on evenings and hourly service using 1 bus on Saturdays. The ridership for FY2013 was 167,866 annual passenger trips on weekdays/Saturdays and carries the 12th highest ridership, 20,428 annual passenger trips on evenings and carries the 12th highest ridership.

Route #5, Gorrell St., operates primarily on Gorrell St., McConnell Rd., Banner Ave., Holts Chapel Rd., Franklin Blvd., Lowdermilk St., Apache St. and English Ave. The major destinations are Bennett College, Windsor Recreation Center and Greensboro Public Library Vance Chavis Branch. The frequency of service is every 30 minutes using 2 buses during the weekdays, hourly service using 1 bus on evenings and hourly service using 1 bus on Saturdays. The ridership for FY2013 was 197,924 annual passenger trips on weekdays/Saturdays and carries the 9th highest ridership, 24,260 annual passenger trips on evenings and carries the 9th highest ridership.

Route #6, Summit Ave., operates primarily on Summit Ave., Textile Dr., Yanceyville St., 16th St., Cone Blvd. and McKnight Mill Rd. The major destinations are Wal-Mart (Pyramid Village), Northeast Shopping Center, Bell House, Dept. of Social Services, American Red Cross, Greensboro Public Library

(Main Branch) and the Cultural Arts Center. The frequency of service is every 30 minutes using 2 buses during the weekdays, hourly service using 1 bus on evenings and hourly service using 1 bus on Saturdays. The ridership for FY2013 was 375,240 annual passenger trips on weekdays/Saturdays and carries the 2nd highest ridership, 42,988 annual passenger trips on evenings and carries the 2nd highest ridership.

Route #7, Friendly Ave., operates primarily on Friendly Ave., Elam Ave., Green Valley Rd. and Grandview Rd. (Friendly Center). The major destinations are Friendly Shopping Center, Wesley Long Hospital, Guilford College, Friends Home West and Greensboro College. The frequency of service is every 30 minutes using 2 buses during the weekdays, hourly service using 1 bus on evenings and hourly service using 1 bus on Saturdays. The ridership for FY2013 was 151,718 annual passenger trips on weekdays/Saturdays and carries the 14th highest ridership, 17,104 annual passenger trips on evenings and carries the 15th highest ridership.

Route #8, Battleground Ave., operates primarily on Friendly Ave./Market St., Westover Terr., Battleground Ave., Cotswold Terr. and Old Battleground Ave. The major destinations are Wal-Mart at Cotswold and Battleground Ave., Women's Hospital of Greensboro, several shopping centers along Battleground Ave. and Guilford Courthouse National Military Park. The frequency of service is every 30 minutes using 2 buses during the weekdays, hourly service using 1 bus on evenings and hourly service using 1 bus on Saturdays. The ridership for FY2013 was 183,117 annual passenger trips on weekdays/Saturdays and carries the 10th highest ridership, 21,908 annual passenger trips on evenings and carries the 10th highest ridership.

Route #9, W. Market St., operates primarily on Friendly Ave./Market St., Swing Rd. and Guilford College Rd. The major destinations are UNC-Greensboro, Greensboro Veteran Center, Golden Living Center – Starmount and Greensboro College. The frequency of service is every 30 minutes using 2 buses during the weekdays, hourly service using 1 bus on evenings and hourly service using 1 bus on Saturdays. The ridership for FY2013 was 175,603 annual passenger trips on weekdays/Saturdays and carries the 11th highest ridership, 21,608 annual passenger trips on evenings and carries the 11th highest ridership.

Route #10, E. Market St., operates primarily on E. Market St., Pine St., Holts Chapel Rd., Franklin Blvd., Huffine Mill Rd., Penry St., and Phillips Ave. The major destinations are NCA&T State University, Division of Motor Vehicles, K-Mart Distribution Center, GTCC Wendover Campus, Greensboro Public Library (McGirt-Horton Branch) and Peeler Recreation Center. The frequency of service is every 30 minutes using 2 buses during the weekdays, hourly service using 1 bus on evenings and hourly service using 1 bus on Saturdays. The ridership for FY2013 was 347,188 annual passenger trips on weekdays/Saturdays and carries the 3rd highest ridership, 41,990 annual passenger trips on evenings and carries the 3rd highest ridership.

Route #11, High Point Rd., operates primarily on Lee St., High Point Rd., Farmington Dr. and Merritt Dr. The major destinations are Industries of the Blind, Greensboro Coliseum Complex, War Memorial Auditorium, Four Seasons Town Centre, GTCC Jamestown Campus (Weekdays only) and Urban Ministries. The frequency of service is every 30 minutes using 3 buses during the weekdays, hourly service using 1 bus on evenings and hourly service using 1 bus on Saturdays. The ridership for FY2013 was 338,911 annual passenger trips on weekdays/Saturdays and carries the 4th highest ridership, 29,294 annual passenger trips on evenings and carries the 6th highest ridership.

Route #12, Randleman Rd./S. Elm-Eugene St., operates primarily on Eugene St., Whittington St., Ashe St., Randleman Rd., S. Elm-Eugene St., Vandalia Rd., Mobile St., Freeman Mill Rd. and Florida St. The major destinations are Urban Ministries, Goodwill Industries, Employment Security Commission, J. Edward Kitchen Operations Center, GTA Operations/Maintenance Facility and Administration Offices and Wal-Mart on Elmsley (evenings only). The frequency of service is every 30 minutes using 2 buses during the weekdays, hourly service using 1 bus on evenings and hourly service using 1 bus on

Saturdays. The ridership for FY2013 was 391,842 annual passenger trips on weekdays/Saturdays and carries the 1st highest ridership, 52,672 annual passenger trips on evenings and carries the 1st highest ridership.

Council Person Sharon Hightower asked how long it takes for a bus to complete a route.

George Linney stated that generally it takes an hour to complete a route, 30 minutes out and 30 minutes in, except for Routes #1 and #11 which take 1 ½ hours to complete.

Route #12A, SouthTown Connector, operates primarily on S. Elm-Eugene St., Meadowview Rd., Elmsley Dr., Randleman Rd., Vandalia Rd., Osborne Rd., Holden Rd. and Glendale Dr. The major destinations are GTA Operations/Maintenance Facility and Administration Offices, Wal-Mart on Elmsley, Ashley Square, Benchmark Square, Greensboro Public Library (Hemphill Branch), Holden Crossing and Randleman Market. The frequency of service is hourly using 1 bus during the weekdays and hourly service using 1 bus on Saturdays. The ridership for FY2013 was 68,006 annual passenger trips on weekdays/Saturdays and carries the 16th highest ridership.

Anthony Barksdale stated that the dead wait time for the connector bus at Home Depot is regularly 20 minutes and shouldn't take that long.

George Linney stated that staff would monitor.

Route #13, Martin Luther King Jr. Dr., operates primarily on Eugene St., Whittington St., MLK Jr. Dr., Alamance Church Rd. and Willow Rd. The major destinations are Urban Ministries, Goodwill Industries, Alamance Square Shopping Center, Guilford Health Center and Benbow Professional Center. The frequency of service is every 30 minutes using 2 buses during the weekdays, hourly service using one bus on evenings and hourly service using one bus on Saturdays. The ridership for FY2013 was 159,038 annual passenger trips on weekdays/Saturdays and carries the 13th highest ridership, 17,397 annual passenger trips on evenings and carries the 13th highest ridership.

Route #14, Bessemer/Phillips Ave., operates primarily on Murrow Blvd., Lindsay St., Bessemer Ave., English St., Phillips Ave., Tucker St. and Textile Dr. The major destinations are NCA&T State University, Guilford County Health Dept., Greensboro Public Library (McGirt-Horton Branch), Peeler Recreation Center, Old War Memorial Stadium, Farmers Market and the Greensboro Historical Museum. The frequency of service is every 30 minutes using 2 buses during the weekdays, hourly service using 1 bus on evenings and hourly service using 1 bus on Saturdays. The ridership for FY2013 was 206,221 annual passenger trips on weekdays/Saturdays and carries the 8th highest ridership, 27,306 annual passenger trips on evenings and carries the 8th highest ridership.

Route #15, Yanceyville St./Brightwood School Rd., is a fairly new route and operates primarily on Church St., Summit Ave., Yanceyville St., Lee's Chapel Rd., Brightwood School Rd., Cone Blvd. and 16th St. The major destinations are Greensboro Public Library (Main Branch), Children's Museum, Dept. of Social Services, American Red Cross, Craft Recreation Center, Brightwood School, Cove Creek Gardens, Wal-Mart at Pyramid Village, Bell House and Hospice of Greensboro. The frequency of service is every 30 minutes using 2 buses during the weekdays, hourly service using one bus on evenings and hourly service using one bus on Saturdays. The ridership for FY2013 was 119,558 annual passenger trips on weekdays/Saturdays and carries the 15th highest ridership, 17,567 annual passenger trips on evenings and carries the 13th highest ridership.

Route #17, Lawndale Dr., operates primarily on Eugene St., Battleground Ave., Lawndale Dr. and Smith St. The major destinations are Greensboro Mental Health Dept., New Bridge Bank Park, Women's

Hospital and the Natural Science Center. The frequency of service is hourly using 1 bus during the weekdays (6:00 am – 8:00 am and 4:00 pm – 6:00 pm). The ridership for FY2013 was 19,087 annual passenger trips on weekdays and carried the 17th highest ridership.

Anthony Barksdale asked if there are plans to extend bus service to the New Garden Rd. area and further along Battleground Avenue because of all the new businesses in that area. George Linney stated that there have been requests to extend service along Battleground Ave.

Anthony Barksdale stated that extending Route #17 and increasing the ridership on that route it could cover those areas and be profitable. Adam Fischer stated that the fares only cover 20-25% of the cost of the services so extending service would require outside funding.

Council Person Sharon Hightower asked how new routes are created. George Linney stated that the first step would be to receive a request for a new route and then questionnaires are sent out to the community to determine possible ridership. Next, the proposed route will be timed using a City bus to make sure the turns can be made.

Adam Fischer stated that another thing considered is the number of passengers per hour and the average productive route is 30 passengers per hour.

Route #21, Summit Ave./N. Elm St., operates primarily a combination of daytime routes #6 and #3. The major destinations are Wal-Mart at Pyramid Village, Northeast Shopping Center, Bell House, North Elm Village Shopping Center and Moses Cone Hospital. The frequency of service is hourly using 1 bus and the ridership for FY2013 was 28,360 annual passenger trips on Sunday and carries the #1 highest ridership.

Route #22, E. Market St./Bessemer/Phillips Ave., operates primarily a combination of daytime routes #10 and # 14. The major destinations are NCA&T University, Division of Motor Vehicles, K-Mart Distribution Center, GTCC Wendover Campus, Greensboro Public Library (McGirt-Horton Branch), Peeler Recreation Center, Old War Memorial Stadium, Farmers Market and the Greensboro Historical Museum. The frequency of service is hourly using 1 bus and the ridership for FY2013 was 21,391 annual passenger trips on Sundays and carries the 4th highest ridership.

Route #23, Gorrell St./Benbow Rd./MLK Jr. Dr., operates primarily a combination of daytime routes #4, #5 and #13. The major destinations are Bennett College, Windsor Recreation Center, Greensboro Public Library (Vance Chavis Branch) and Guilford Health Care Center, Alamance Church Rd. The frequency of service is hourly using 1 bus and the ridership for FY2013 was 17,218 annual passenger trips on Sundays and carries the 6th highest ridership.

Route #24, Randleman Rd./S. Elm-Eugene St., operates primarily a combination of daytime routes #12. The major destinations are Urban Ministries, Goodwill Industries, Employment Security Commission, J. Edward Kitchen Operations Center, GTA Operations/Maintenance Facility and Administration Offices and Wal-Mart on Elmsley Dr. The frequency of service is hourly using 1 bus and the ridership for FY2013 was 25,740 annual passenger trips on Sundays and carries the 2nd highest ridership.

Route #25, Four Seasons/High Point Rd., operates a combination of daytime routes #2 and #11. The major destinations are UNC-G, Greensboro College, Four Seasons Town Center, Coliseum Shopping Center, Industries of the Blind, Greensboro Public Library Glenwood Branch, Greensboro Coliseum Complex and War Memorial Auditorium. The frequency of service is hourly using one bus and the ridership for FY2013 was 22,104 annual passenger trips on Sundays and carries the 3rd highest ridership.

Route #26, W. Wendover Ave./Friendly Ave., operates primarily a combination of daytime routes #1, #9 and #7. The major destinations are UNC-G, Greensboro College, Wal-Mart, Target, Super K-Mart and Friendly Shopping Center. The frequency of service is hourly using one bus and the ridership for FY2013 was 19,983 annual passenger trips on Sundays and carries the 5th highest ridership.

Route #27, Battleground Ave./Friendly Center, operates primarily a combination of daytime routes #8 and #7. The major destinations are Wal-Mart at Cotswold and Battleground Ave., Women's Hospital of Greensboro, several shopping centers along Battleground Ave., Guilford Courthouse National Military Park and Friendly Center. The frequency of service is hourly using one bus and the ridership for FY2013 was 16,059 annual passenger trips on Sundays and carries the 7th highest ridership.

George Linney stated that the top three longest routes are Route #11, #8 and #26.

Adam Fischer stated that passes are available for any committee member wishing to ride the routes.

Mayor Vaughan asked Libby James if she had been contacted by the school system as far as partnering with the magnet schools since they've decided to no longer provide bus service.

Libby James stated that she had not been contacted by the school system. George Linney stated that he had been contacted in a previous year by the school system in relation to school locations in order to provide the students with another option.

Mayor Vaughan asked if the bus could be stopped at any location, or if it had to be at a designated stop.

George Linney stated that the buses are equipped with a pull cord to let the driver know a stop has been requested and the bus will stop at the next designated bus stop.

An Overview of transit services handout is attached and referenced herein.

b. SCAT Services

Sharon Smiley stated that each public entity operating a fixed route system is required to provide paratransit or other special service to individuals with disabilities that is comparable to the level of service provided to individuals without disabilities who use the fixed route system.

An eligible individual is defined as: 1) any individual with a disability who is functionally unable, as the result of a physical or mental impairment, to board, ride, or disembark from any vehicle on the system; 2) any individual with a disability who needs the assistance of a wheelchair lift or other boarding assistance device to board, ride, or disembark; 3) any individual with a disability who has a specific impairment-related condition.

SCAT is the ADA Complementary Paratransit Service for the City of Greensboro. One may be eligible for the SCAT service if they have a disability that prevents them from using GTA's fixed route bus services.

The regulations use the following six service criteria to define what comparable service is: service area, response time, fares, days and hours, trip purpose and capacity constraints.

ADA Paratransit services must be provided, at a minimum, in all areas that are within $\frac{3}{4}$ of a mile of a non-commuter fixed route bus route. The reservation hours are the same as administrative hours and reservations are taken up to the close of business on the day before. The fares are no more than twice

the full, non-discounted fixed route fare for similar trips. Fares charged to elderly persons, persons with disabilities and individuals with a medicare card during non-peak hours must not exceed ½ the rate charged to others during peak hours. Base fare on SCAT is the same as the base fare on fixed route. Free fare on fixed route services allowed for eligible SCAT riders. GTA extends one half the adult base fare on fixed route to persons 60 or older. GTA extends one-half the adult base fare to Medicaid card holders, and offers discounted passes, including two unlimited ride passes on fixed route. The days and hours are considered the first pick-up and the last drop-off of a non-commuter fixed route schedules and SCAT must operate during the same days and hours. There should be no trip purpose or priorities for non-subscription trips because there is no prioritization of trips by purpose on fixed route. Priorities can be set, however, for subscription trips *only*.

Mayor Vaughan asked Ms. Smiley to define a subscription trip.

Sharon Smiley stated that a subscription trip is a standing order trip, which is provided to riders traveling to and from the same origin and destination on the same day of week and at the same time.

There should be no trip caps or waiting lists for non-subscription trips and there should be no pattern or practice of a substantial number of trip denials, missed trips, late trips, or excessively long trips.

The SCAT complementary paratransit service either meets or exceeds the minimum ADA requirement in all areas, despite the fact that GTA offers city-wide ADA service. SCAT's on-time performance remains above the 90 percentile. GTA has managed to maintain the service levels during tough budget periods. Greater demand for the service, however, is making it increasingly difficult to provide the SCAT service at the same level the public has grown to expect.

Adam Fischer stated that SCAT is a very complex system to run from a logistics standpoint because every day there are hundreds of trips and the routes are constantly being changed. Also the services are currently out for bid as the contract expires at the end of the year. One of the things changed in the proposal is that the SCAT service provider will not be paid on an hourly basis, but instead will be paid on a per trip basis, which could equal some cost savings.

Service and Fare Policy Changes

a. Ridership and Revenue Impact

Libby James discussed the impact of the proposed service and policy changes. The service change being considered is a 15.7% reduction in services which will equal about a \$1.5 million annual savings. What makes up this option is combining routes #4 and #5 which is Benbow Rd./Willow Rd. and Gorrell St. Also it would involve changing the frequency on 4 of the weekday routes from every half hour to hourly. The number of Sunday routes would be increased from 7 to 10 which would allow them to mirror the weekday and evening routes. Overall loss of ridership would be 145,000 passenger trips with this option, \$83,000 loss in revenue and \$100,000 loss in federal subsidies.

Claire Stone asked if the loss in federal subsidies would be because of the drop in ridership. Libby James stated that that was correct.

Council Person Sharon Hightower asked if this option included increasing the rate. Libby James stated that the fare rate would go from \$1.50 to \$1.75 and this increase would generate an additional \$300,000 in revenues, which is based on the increase going into effect July 1st.

Council Person Sharon Hightower asked if the fare increase would cause a drop in ridership. Libby James stated that studies have shown that on average, there is a 4% loss in ridership with any fare increase.

Council Person Jamal Fox stated that he does not see the benefit for the community with the options being considered and that there has to be other options.

Council Person Mary Kay Abzuwaiter asked if anything had been heard from Veolia about reducing their charges. Adam Fischer stated that it would not be known until the bid is received from Veolia and that the drivers are a unionized work force.

Burley Wilkins stated that Veolia faces the challenge of managing other systems and they must consider their overall cost.

Council Person Mary Kay Abzuwaiter asked if it has been considered making some of the 30 minute routes into 45 minute routes. Adam Fischer stated that 4 routes have been identified that would be impacted the least to reduce service from 30 minutes to 1 hour during the midday.

Anthony Barksdale stated that the public should be made aware of the availability of an all-day pass.

Larsina Johnson, RAC Chair, asked why the City of Greensboro was not eligible for the Medicaid dollars that Winston-Salem's transit system received. Libby James stated that Guilford County receives the Medicaid dollars.

Adam Fischer stated that another issue with the Winston service is that they don't provide the level of service that Greensboro does. He pointed out that there are other options on the table that would take council or legislative action to pursue. In the bigger picture for the region as in Charlotte and South Carolina, sales tax supports public transportation.

Council Person Sharon Hightower stated that if the rate is raised, an efficient service should go along with that.

Mayor Vaughan stated that there are things being looked at as far as partnering with the County. It was clarified that about 80% of the cost for GTA is being subsidized.

Claire Stone stated that of the 4.5 million rides, many of those are for employment. GTA is not a profit maker, but a service for the community.

Council Person Sharon Hightower stated that most of the money is lost on SCAT and that some of the Medicaid money should be available.

Libby James stated that to clarify, GTA gets reimbursed by the County for a handful of Medicaid eligible trips that fall during certain times of the day that are done for the county. David Parrish stated that with increased revenue, there would be an increased expectation of service.

Claire Stone stated that another aspect of working with the County is not necessarily combining service, but also that a referendum has to be started at the County level.

Public Education Campaign

a. Public Meeting Schedule

Libby James stated that the public input is an important and valuable piece of the process and will be a major factor in the final recommendation that comes out of this steering committee. The customers and stakeholders will react strongly to the potential service and fare policy changes that will be

recommended by the committee. The question will be asked why a successful city service that is being increasingly used by the public is being targeted for changes and reductions and that any proposal related to the SCAT fare will be extremely sensitive. So it is critical that the community knows all the facts as the Board knows them. A copy of the scheduled public meetings is available and all were encouraged to attend at least one of the meetings. Free transportation is provided to any of the attendees of the meetings and they will start at 6:30.

Claire Stone stated that she put together an alternative that hopefully would be a compromise, tier one and two for ADA Required service and Premium service, and asked the Board members to consider it. A copy of this proposal is attached and referenced herein.

Adam Fischer stated that part of the meeting was to determine whether the options discussed were ready to be presented to the public.

b. Communications Plan

Kevin Elwood stated that one of the things that the Board wanted to do was come up with a name for the discussions that would resonate with the community and get them to speak up during this process. The name that was decided on was "Real Talk: Honest Conversations for Tomorrow's Transit Needs". Over the years GTA has exploded in terms of ridership and services offered to the community. Like any other organization, GTA has to dispel some of the misinformation that is out there and there is no better time than this to talk about what the needs are for GTA. Also to remind the public about what has been accomplished over the years and put it in perspective. A plan has been put together that if approved will be implemented on February 10th and last through the end of the campaign process. Press releases will be issued on a regular basis to the local broadcast and print media so that the meetings will be made aware of. Specifically an editorial letter will be submitted to the News & Record for print in the Sunday edition. Also a webpage will be set up at ridegta.com, which will serve as a depository for information relevant to the steering committee's efforts including budgets, surveys, Minutes of the meetings and things of that nature. Posters and flyers will be created and distributed in locations around the city, such as in the Depot, inside the buses and in libraries. Real Talk buttons will be made and worn by the operators and staff which will serve as conversation starters. The talking bus messages will air information on the Real Talk Campaign and dates for upcoming meetings. The Twitter account which has close to 2,000 followers will contain information about the status of the. The Real Talk campaign will be discussed on talk shows on 90.1 FM and WQMG FM so that a city wide audience can be reached.

Claire Stone asked if the fair alternatives would be presented at the public meetings. Sharon Hightower stated that the purpose of the meeting was to let the public weigh in, so other options would be discussed.

Mayor Vaughan stated that in addition to presenting what staff has done, other alternatives would be presented.

Adam Fischer stated that the fare alternatives would be presented at some point and these discussions are a starting point.

David Parrish stated that the public input process would give an opportunity to work through a variety of alternatives so that by late March the picture would be clearer.

Claire Stone stated that the primary purpose for riders is employment, medical and school and the fare increase is unreasonable.

Council Person Mary Kay Abuzuaiter stated that the morning talk shows are always looking for people to come in and talk about community type events and that is something that should be considered.

Council Person Jamal Fox asked what the cost for the campaign would be overall. Kevin Elwood stated that the majority of items were done within the operating and marketing budget. The only two additional costs are for the buttons and the radio and advertising which equals about \$8,000.

David Parrish asked if there was a way to pursue more public service announcements. Kevin Elwood stated that radio stations are required to run a certain amount of public service announcements and it depends on how much time the station wants to devote to that. A short video message of approximately one minute would be produced that would address the need for the steering committee and the Real Talk process and that will air on TV Channel 13 along with a web video on the You Tube site.

* * * * *

Adjournment

There being no further business before the Board, the meeting ended at 12:15 p.m.

Respectfully submitted,

Sharon Hightower, District 1 City Council Representative and Steering Committee Co Chair
Lawrence Mann, GTA Board Chair and Steering Committee Co-Chair

LM/jd

**GREENSBORO TRANSIT AUTHORITY
J. DOUGLAS GALYON DEPOT
LOBBY
236 E. WASHINGTON ST.
GREENSBORO, NORTH CAROLINA
GTA Public Meeting
FEBRUARY 10, 2014**

COMMITTEE MEMBERS PRESENT

Lawrence Mann, GTA Board Chair
Claire Stone, GTA Board Member
Mayor Nancy Vaughan
Council Person Sharon Hightower
Council Person Jamal Fox
David Parrish, CMO

CITY/GTA STAFF PRESENT

Libby James	Adam Fischer
Sharon Smiley	Bruce Adams
George Linney	Kevin Elwood
Burley Wilkins	Donna Woodson
Kenneth Crawford	Anthony Hayes
Wanda Zilk	

Welcome / Introductions

Lawrence Mann, GTA Board Chair, stated that the meeting purpose is to discuss possible route changes being brought on by a cut in the budget by the Federal Government and to solicit public feedback. Mr. Mann then introduced the Board members and staff.

Statement of Purpose

Libby James, Public Transportation Manager, provided some background on GTA's budget and stated that for FY2014, the 22 million dollar budget to support GTA operations is funded with several revenue sources, including local funds or property tax, federal and state funds, motor vehicle registration fees, fares and pass sales, a buyout settlement from Duke Power, and miscellaneous revenues. Prior to this year, sufficient funds have been available to support GTA operations. Beginning this year, however, GTA experienced a 1 million dollar reduction in federal funds to support the operations and will continue to experience a reduction in federal and state funds of over 1 million dollars next year beginning July 1, 2014. The reduction in federal funds for this year was replaced with another federal funding source that was only available this year under the conditions that GTA look at ways to reduce operating expenses and increase revenues through service and fare policy changes. Service and fare policy changes are being considered for all services in light of the seriousness of GTA's funding gap. The purpose of this meeting, and future community meetings, is to present service and fare policy changes, and to obtain input from the public on the preferred, or least negative, options to address the funding shortfall. The plan is to present the summary of public input to the Steering Committee on March 18th, 2014 with draft recommendations to the GTA Board on March 20th.

Ground Rules

Sharon Smiley reviewed the groundrules for the meeting and asked that everyone adhere to them to ensure that all comments are heard.

Option 1 – Service and Fare Policy Changes

- a. Fixed Route Services

George Linney provided a brief overview of the fixed route services. He indicated that there are currently 16 routes and one connector service that run on weekdays between the hours of 5:15 a.m. and 6:30 p.m. During the evenings, the service is condensed to 15 evening routes, which operate from 7:30 p.m. to 11:30 p.m. on weekdays. On Saturdays, GTA operates 15 routes and one connector route from 6:00 a.m. to 6:00 p.m. with evening service beginning at 7:00 p.m. and ending at 10:00 p.m. On Sundays the routes are combined to form 7 routes that operate from 6:00 a.m. to 6:00 p.m.

When looking at the various options, staff considered the changes that would have the least impact on the riding public. The first option (Option 1) is to combine routes 4 and 5 and run it the same as the Route 23 Sunday route, but on a 30 minute frequency. Consideration was also given to reducing the frequency on four of the mid-day Routes 7, 8, 9, and 13, from 30 minutes to 1 hour. On weekdays, service would end at 6:00 p.m. instead of 6:30 p.m., and evening service would begin at 7:00 p.m. instead of 7:30 p.m. Evening service would also end at 10:00 p.m. instead of 11:30 p.m. The evening routes will be reduced from 15 to 10. No changes are being proposed for Routes 3, 15, 6, 12 and 1. Routes 10 and 14 during the weekdays will be combined as the Route 22 Sunday route. Routes 4 and 5 will be combined as the Route 23 Sunday route. Routes 2 and 11 will be combined as the #25 Sunday route; Routes 7 and 9 will be combined as a new route, and Routes 7 and 8 will be combined as the #27 Sunday route. For Saturdays, there will be 10 routes that will operate during the day and evening service. On Sundays, GTA will operate the same 10 routes as Saturdays.

A.J. Inglesby asked how routes #4 and #5 will be combined in relation to Windsor Community Center and Washington Montessori. George Linney stated that the ridership will be looked at as a whole and some of the major generators will be identified for those particular routes as there are some unproductive areas involved.

Shannon Butler asked how route #6 will be affected by combining routes #4 and #5. George Linney stated that when route #6 comes into the Depot it changes to route #4 and vice versa and that is something that will be looked, whether that combined route will interline with route #6 or maybe interlining another route with #6.

Maggie stated that routes #2 and #11 are usually crowded and regularly arrive late to the Depot and asked if combining them would make it worse. George Linney stated that they would be combined only for the evening and Saturday services, but they would remain the same during the weekdays.

A copy of the transit services handout is attached and referenced herein.

Lawrence Mann recognized that Mayor Vaughan was in attendance at the meeting.

b. Fare Policy Changes

Bruce Adams provided an overview of the current fare structure and what is being proposed. Up until 2007 the base fare rate had been at one dollar, but that changed in 2007 when the GTA Board increased the rate in 3 phases by raising the fare to 10 cents each year over 3 years. The base fare stayed at \$1.30, however, until 2012 when the fare increased to its current rate of \$1.50. Some of the other transit systems in the area were reviewed to determine where GTA stood. It was found that \$1.50 is near the average for systems that charge a fare. Chapel Hill is a fare free system, primarily because they receive subsidies from student fees. Four systems were determined to have a lower adult fare than GTA, and three systems have an adult fare of \$2.00. GTA's fares for seniors and persons with disabilities are 50% of the adult fare. GTA's youth fare, which is also 50% of the adult fare, is below the average of 72%. The GTA 31-day passes are slightly above the average. GTA charges \$58 and the

average is \$53.50. Break-even number of trips is at 38.7 versus 35.8 for the system average. The fare for SCAT is \$1.50 and this is for rides that originate or terminate within ¾ miles of a bus route. Under the ADA regulations, transit agencies are permitted to charge up to twice the adult cash fare for ADA services and are not required to provide services beyond ¾ miles; however, GTA chooses to do that. The average for the ADA fares is \$2.40 or 1.59 times the adult cash fare average of \$1.47. In terms of the cash fare, under the proposed fare structure it would increase to \$1.75. The base fare for persons with disabilities, seniors and students is currently \$.75 and that would increase to \$.85 under the proposal. In terms of the passes, the 11-ride adult pass currently costs \$14.00 and that would increase to \$16.00. The 11-ride pass for persons with disabilities would increase to \$8.00 up from \$7.00. The current rate of the monthly pass is \$58.00 for adults and \$29.00 for persons with disabilities. Under the proposed fare structure this would increase to \$68.00 for adults and \$34.00 for persons with disabilities. An all-day pass for adults is \$4.00 and \$2.00 for persons with disabilities. This would increase to \$4.50 for adults and \$2.25 for persons with disabilities. Under the proposed fare structure, paratransit services would increase to \$1.75 per trip; a 10-ride pass would increase to \$16.00 from \$14.00. The 40-ride pass would increase to \$56.00 from the current \$48.00.

Lonnie Cunningham stated that Greensboro's transit fares are already equal or above the state average. The vast majority of riders are on the lower end of the economic scale. While it is understood that some adjustments need to be made, fare increases are not going to pull us out of this hole and we need to look somewhere else. When the Coliseum needs money, they ask City Council for a bond referendum and they get it. GTA has not done that over the years and needs to do so. GTA is as important as an economic engine as anything in this City and needs to be looked at that way.

Bruce Adams stated that the proposed fare increase would generate additional revenues of \$450,000 for the fixed routes and an additional \$38,326 for SCAT, so roughly almost \$490,000 total. Also with the fare increase, there is a potential for ridership to be lost, estimated as a whole to be almost 310,000 trips per year.

Art Saunders asked how long the proposal would be good for considering that there is already going to be a deficit next year. Libby James stated that that determination has not been made yet.

Art Saunders stated that with the economy as it is, adjustments are always necessary. The service is great as a whole, however more consideration needs to be given.

Bruce Adams stated that recommendations for options are welcome and people should feel free to submit them.

A.J. Inglesby of 406 Hargett St., asked about the premium services for SCAT and stated that GTA needs to get a bond referendum on a voting platform where more funds can be generated. Also Mr. Inglesby asked how much is being generated in advertising dollars and couldn't more be made on the SCAT vans and fixed route buses.

Bruce Adams stated that the premium services for SCAT would be the same as fixed route at \$1.75 under the proposal.

Libby James stated that it is less than \$50,000 a year received in advertising.

Kevin Elwood stated that in terms of advertising on GTA, it is provided as a community service. As far as aggressively pursuing advertising for the entire fleet including SCAT, that would include setting up a system that would involve setting up a commission system to encourage sales and a number of other things would have to come into place to make it a profitable service for GTA.

Libby James stated that GTA is responsive to any request that come in to advertise on the vehicles and no one is turned down. There just does not appear to be a market in Greensboro.

Dr. Anjail Ahmad of 2 Ivy Lane Court stated that she has been riding GTA for 11 years now and is a former GTA Board member as well. In light of the ridership of the SCAT vans, the fare structure is a little too steep. To take a trip and return, that's a whole extra dollar and for someone on a fixed income, that's a real hardship. It would be better to go back to a stair-step process that recognizes the need for increased revenue, but balances that against taking care of the citizens as well. A good number of people rely on SCAT for work and that underscores how important the service is.

Larsina Johnson stated that the structured fares are very harsh economically for people on a fixed income. An alternative is to raise the fares up 10 cents for the next three years. Also there is not a monthly pass for SCAT and that should be brought back for \$45 a month because there are a lot of people in nursing homes who live on \$66 a month.

Shannon Butler stated that she has not heard anything about people that use both services, both fixed route and SCAT. The question is, does having a SCAT card still warrant you a free bus ride on the fixed route system. Also, in light of the increases, can something be done where rides are free when showing a Medicaid card?

Chris stated that he moved from Trinity to get a better quality of life in Greensboro, however with the SCAT increase, it defeats the purpose of the move.

Bruce Adams stated that individuals who qualify for SCAT will still get the free ride on fixed route, there is no recommendation to change that. The Steering Committee can make it an option to offer free rides for those with Medicaid cards.

c. SCAT Service

Sharon Smiley reviewed the details of the SCAT system and pointed out that during FY2013, SCAT provided 201,727 passenger trips compared to 192,367 passenger trips in FY2012 and 177,209 in FY2011. Between FY2011 to FY2013, that represented a significant increase of 14 percent. She then discussed the increase in both revenue hours and operating costs during this same period, which was also significant. Proposed changes to the SCAT service, however, will be minimum and consistent with the changes to the Fixed Route service with regard to days and hours of service and fare.

Dr. Anjail Ahmad stated there was no notice or call for tonight's meeting, and there could be people that wished to attend but were unaware. Dr. Ahmad also asked for a copy of the new fee structure.

Kevin Elwood stated that the reason no message for tonight's meeting was sent out was because approval was just received for the communications plan for the Real Talk process. Over the course of the next 2 months, multiple resources will be used for publicizing the Real Talk campaign. Tonight is the first of 6 meetings.

Lonnie Cunningham asked if it was being considered to raise the fare to \$4.00 for ADA trips beyond the ¾ mile corridor of the bus route.

Sharon Smiley stated that that was not one of the recommendations being made at this time.

Libby James stated that the only option being considered right now is change to the base fare.

It was asked that if the premium service is approved and there are two different prices, how will the clients be made aware of the correct price.

Burley Wilkins stated that when the reservation is made, the rider will be told at that time if the trip is outside the ¾ mile boundary.

Community Meeting Schedule

Libby James stated that there is a handout available for upcoming meetings and gave the dates and locations for the future meetings. All meetings will be held at 6:30 p.m. A presentation of the draft recommendations will be made to the GTA Board on March 20th and a public hearing will be held at the GTA Operations and Maintenance Facility/Administrative Offices on March 25th at 5:30.

Lonnie Cunningham asked for the Steering Committee personnel to be introduced.

Libby James stated that the Steering Committee is co-chaired by Board member Lawrence Mann and Council person Sharon Hightower. The other members of the Committee are Mayor Nancy Vaughan, City Council Person Mary Kay Abuzuaiteer, Jamal Fox and David Parrish, CMO. Larsina Johnson and Artis Barksdale are representing the riders.

* * * * *

Adjournment

There being no further business before the Committee, the meeting ended at 7:41 p.m.

Respectfully submitted,

Lawrence Mann, Chair
Greensboro Transit Authority

LM/jd

**GREENSBORO TRANSIT AUTHORITY
PEELER RECREATION CENTER
1300 SYKES AVENUE
GREENSBORO, NORTH CAROLINA
GTA PUBLIC MEETING
FEBRUARY 17, 2014**

COMMITTEE MEMBERS PRESENT

Lawrence Mann, GTA Board Chair, Co-Chair
Council Person Sharon Hightower, Co-Chair

CITY/GTA STAFF PRESENT

Libby James	Kenneth Crawford, Sr.
Sharon Smiley	Bruce Adams
George Linney	Kevin Elwood
Burley Wilkins	Christine Woznac
Adam Fischer	Lawanda Zilk
Donna Woodson	
Claire Stone, Board Member	
Larry Davis, Budget Director	

Welcome / Introductions

Lawrence Mann, GTA Board Chair and co-chair of the steering committee, stated that the purpose of the meeting was to discuss possible route changes being brought on by a cut in the budget by the Federal Government. He thanked everyone for attending.

Statement of Purpose

Libby James, Public Transportation Manager, referred to a handout and stated that the funding deficit is the result of a \$1 million reduction in the federal funding which makes up about 37% of the revenues that support the program. Funds have also been transferred from the reserve account for the past 2 years to support the program at about \$1 million a year. The meeting is to discuss options to address the budget deficit and will probably be a combination of service and fare changes, however the options being presented are not final and are open for discussion. At the end of the public meeting process, all the comments received will be presented at a meeting on March 18th. A public outreach form was made available and all in attendance were encouraged to fill one out. The recommendation being sought is one that will have the least impact on the community.

Ground Rules

Sharon Smiley reviewed the groundrules for the meeting and asked that everyone adhere to them to ensure that everyone's comments are heard.

Option 1 – Service and Fare Policy Changes

a. Fixed Route Services

George Linney provided an overview of the proposed changes for the fixed route services. A handout was then provided for information purposes and incorporated herein. The changes being considered primarily combine several of the daytime routes, reduce some of the midday routes to a 1-hour frequency and change the hours of the evening service. The Saturday and Sunday routes will run the same as the evening routes.

Council Person Sharon Hightower arrived to the meeting at 6:50 p.m.

Kenny Crawford, Jr. asked if route #2 would still meet the connector.

George Linney stated that route #2 will meet the connector on weekdays but not on Saturdays or Sundays.

Council Person Sharon Hightower asked what the ridership is from 10:00 p.m. to 11:00 p.m.

George Linney stated that the ridership after 10:00 p.m. is very low, especially the 11:30 trip which is why they are being proposed for elimination.

Kenny Crawford, Jr. stated that since Sunday routes may be run on Saturdays, it should be distinguished and clarified when making the new schedules.

Libby James stated that the new printed schedule would address his concern.

George Linney stated that with the proposed route changes, there would be a \$1.7 million reduction in costs. Another proposed change is to let PART take over the Career Express service which will reduce the costs over \$300,000 more, bringing the reduction over \$2 million.

Maggie asked what changes would be made to the Career Express service.

George Linney stated that it would be PART's decision to make changes to the Career Express service.

Libby James stated that GTA is currently discussing with PART the possibility of taking over the Career Express service; however, to date no decisions have been made.

A speaker asked if SCAT would be impacted if the \$2 million dollars is reduced through route changes.

Libby James stated that SCAT would be starting later in the mornings and ending earlier at night and would affect the availability.

Kay Brandon asked how much of a deficit GTA is facing and how it would be dealt with.

Libby James stated that it was approximately \$2.5 million dollars and that a combination of service and fare policy changes would have to be implemented.

Adam Fischer arrived for the remainder of the meeting at 7:10 p.m.

Kay Brandon asked if the use of smaller vehicles would reduce costs.

Libby James stated that smaller vehicles would not make a difference, in that the charge to operate the service is not based on vehicle size.

Kenny Crawford, Jr. asked what would happen to the vehicles that are taken out of service.

Bruce Adams stated that the buses are funded with federal dollars so they could either be put into a contingency fleet, or be given to another property if they have a useful life-span.

Libby James stated that GTA also provides the HEAT service and that there would be no change to this service.

Adam Fischer stated that the universities totally fund the HEAT service.

Maggie asked if the proposed changes would affect the extra buses that provide relief or breakdown service.

Libby James stated that it would not and no one would be left stranded.

Kenny Crawford, Jr. asked how the overcrowding and lateness on Sunday route #25 would be accommodated given the proposed changes.

Libby James stated that one benefit from this option is that it increases the Sunday service.

A speaker asked if the plastic identification card covers would be made available again.

Libby James stated that it would certainly be looked into.

Kenny Crawford, Jr. asked if there would be new bus stop signs to reflect the changes in service.

George Linney stated that when changes are made the signs will be updated with the new numbers and that some stops made be eliminated or added.

Bruce Adams stated that the new signs would arrive sometime in the fall.

George Linney summarized by stating that on the weekdays, the last daytime trip will be at 6:00 p.m. instead of 6:30 p.m. Evening service will be end at 10:00 p.m. and start at 7:00 p.m. The Saturday and evening routes will go from 15 to 10 routes. The Sunday routes will go from 7 routes to 10 routes, consistent with the Saturday and evening service. The Sunday routes will start 1 hour later at 7:00 a.m.

b. Fare Policy Changes

Bruce Adams provided an overview of the proposed fare structure, and stated that fare increases were being considered to overcome shortcomings in funding issues. Up until 2007 the base fare rate had been at one dollar but that changed in 2007 when the GTA Board increased the rate in 3 phases by raising 10 cent each year over 3 years. The base fare remained at \$1.30 until 2012, when the fare increased to \$1.50, the current rate. Staff reviewed peer systems to determine where GTA stood with regard to fares. Four systems were determined to have a lower adult fare than GTA, and three systems have an adult fare of \$2.00. GTA's fares for seniors, youth and persons with disabilities are 50% of the adult fare. GTA is below the average base fare by 72%. The GTA 31-day passes are slightly above the average. GTA charges \$58 and the average is \$53.50. Break-even number of trips is at 38.7 versus 35.8 for the system average. The fare for SCAT is \$1.50. The average ADA fare among the peers is \$2.40. Under the proposed fare structure, the base fare for all services would increase to \$1.75. The base fare for persons with disabilities, seniors and students on the Fixed Route service is currently \$.75. That would increase to \$.85 under the new structure. Transfers will remain free. The current and proposed prices for the multi-ride passes were then reviewed. The anticipated revenue increase under this option will be approximately \$275,000.

Kenny Crawford, Jr. asked what the calculation would be if the bus fare was raised to \$2.00.

Bruce Adams stated that a \$2.00 fare would generate more revenue but may decrease overall ridership.

Libby James stated that going to \$2.00 on the fixed routes would equal approximately \$445,000.

Maggie stated that raising the fare to only \$1.75 now may lead to another increase within a few years.

A speaker asked if there was a way to stop fixed route services at 11:00 p.m. instead of 10:00 p.m. so that everyone can stay out later.

Bruce Adams stated that some alternatives can be looked at, however changing the last ride from 11:30 p.m. to 11:00 p.m. really wouldn't yield any cost reductions.

Kenny Crawford, Jr. stated that other transit systems in North Carolina don't offer transfers and asked if they were saving by doing this.

Bruce Adams stated that GTA's system is designed to require a transfer to complete a one-way trip.

Libby James stated that it usually requires two buses to complete a one-way trip, so there is no charge for a transfer since an additional charge would be an inconvenience to the rider.

c. SCAT Service

Sharon Smiley discussed the SCAT service and indicated that SCAT was the ADA Complementary Paratransit service, and under ADA, was provided to individuals with disabilities who could not functionally access the fixed route bus. She indicated that over the years, GTA has either met or exceeded the minimum ADA requirement in each of the service areas required by ADA. SCAT serves the entire city limits as well as GTCC Jamestown campus. The base fare for both the ADA required service and the premium service is currently \$1.50, identical to the fares on the fixed route service. She pointed out that the law permits the fares on SCAT to be no more than twice the fare on fixed route. Additionally, the law does not restrict what the fares should be on the premium service, or service beyond the ¾ mile corridor. Ms. Smiley stated that over the past 3 years, the service has experienced significant growth...a 14% increase in passenger trips, a 9% increase in revenue hours, and a 16 percent increase in operating costs. The change being proposed is for the base fare to increase to \$1.75, the 10-ride pass to \$14.00 and the 40-ride pass will increase to \$56.00. Consistent with the fixed route service, the service will end one hour earlier during the weekdays and will begin one hour later on Sundays.

Adam Fischer stated that several other systems in North Carolina charge almost twice the rate for ADA service than their fixed route services.

Sharon Smiley stated that in the past, GTA charged twice the fixed route fare; however, it was a Council decision to maintain one fare for both services.

Claire Stone, GTA Board member stated that the Charlotte fare of \$3.20 covers the entire city limits of Charlotte and 2 other cities.

Community Meeting Schedule

Libby James stated that 6,000 to 7,000 people ride the bus service every day and this is a critical issue facing the riding public and the Greensboro community. Each person attending was encouraged to get the word out about the public meetings because of the impact any changes will have on the community.

A handout was provided giving the remaining dates for the public meetings. A public outreach form was also made available to get as much input as possible from the public.

Adjournment

There being no further business before the Committee, the meeting ended at 7:55 p.m.

Respectfully submitted,

Sharon Hightower, City Council Representative and Steering Committee Co Chair
Lawrence Mann, Chair, GTA Board and Steering Committee Co Chair

LM/jd

**GREENSBORO TRANSIT AUTHORITY
GTA OPERATIONS/MAINTENANCE FACILITY & ADMINISTRATIVE OFFICE
BOARD ROOM
223 WEST MEADOWVIEW ROAD
GREENSBORO, NORTH CAROLINA
GTA BOARD MEETING
February 25, 2014**

AUTHORITY MEMBERS PRESENT

Lawrence Mann
Robert Jones
Dianne Flowers
Claire Stone
Julie Crowder
Michael Posey

CITY/GTA STAFF PRESENT

Libby James Donna Woodson
George Linney Bruce Adams
Sharon Smiley Burley Wilkins
Adam Fischer Christine Woznac
Kevin Elwood Edward Waldon
James Dickens, Legal

Call To Order

The Meeting was called to order at 6:00 p.m. by Chair Mann.

Special Recognition

Chair Mann recognized Tammy D. Myers as Operator of the Quarter. Photos were taken of Ms. Myers and Chair Mann. He also recognized Wesley McGuire for serving approximately 6 years of as a GTA Board member. Mr. McGuire will be presented with a plaque to honor his years of service on the board. Chair Mann also recognized Carolyn Lyn Weaver, who passed away in early February. A resolution was read in memory of her volunteer service to STAC and other GTA committees.

Speakers from the Floor

Maggie Dingle, a rider of GTA services, asked that the board consider the following: 1) She would like for the televisions at the Depot to be turned back on, at least tuned to the Weather Channel or some other informational program, for the convenience of the riders visiting the Depot; 2) she also pointed out that it is difficult for GTA riders to access the restrooms, and there are a lot of people waiting to get in; 3) she also expressed concerns about smoking in areas that are not designated as smoking areas, and indicated that it is detrimental to the health of others.

Chair Mann responded that because of the problems they have had at the Depot regarding the TVs being on, the Board had previously voted to keep the TVs turned off. He, for one, is not in favor of turning them back on. In January 2013 a representative from the police department addressed the board, and reported on the increase in violence at the Depot as a result of the TVs being on. The Board felt it was best to keep the TVs turned off. In response to the bathroom issues, Libby James stated that the City has been waiting for federal funding to become available to support a project that would include a significant expansion at the Depot that would include additional restroom facilities, a training room, a drivers room, and expansion to GTA's waiting area. Staff is aware of the need for additional restrooms at the Depot. Kevin Elwood also responded that the TVs will soon be used as an informational message board.

City Council Liaison Report

Councilwoman Sharon Hightower stated that Council is working on the budget and transportation items and, right now, that is taking priority.

Concerns from the General Public to the City Council

Kevin Elwood stated that the Greensboro City Council met on February 4 and February 18 and no concerns were raised regarding GTA.

Action Items:

Approval of Minutes for December 4, 2013 Special Called Meeting and January 23, 2014 Board Briefing

Mr. Jones moved approval of the above referenced Minutes as submitted, seconded by Ms. Crowder. The Board voted unanimously in favor of the motion. (Ayes: Mann, Stone, Jones, Flowers, Crowder and Posey. Nays: None.)

A. Approval of Guilford County Jail Assistance Agreement

Bruce Adams stated that staff received a request for the GTA Board's approval to provide transportation service for the evacuation of the Guilford County jail facility in the event of a fire or any other life-threatening situation. The specific requests are to 1) provide the necessary buses and operators required for transporting inmates from the detention center to an alternate jail site; 2) provide the necessary buses and operators required for transporting inmates back to the detention center at the conclusion of the emergency situation. The Assistance Agreement is conditioned upon the availability of GTA buses and available personnel. The number would be determined by the City of Greensboro Public Transportation Manager. It should be noted that the Federal Transit Administration encourages transit systems to provide assistance during such emergencies; however, due to the FTA charter service regulations, GTA cannot charge Guilford County for this service without being in violation. If GTA were to consider charging Guilford County for the service, Guilford County would be required to give a private charter company an opportunity to bid on the service. GTA could, then, only provide the service if no other charter service firm expresses interest in providing the service. Guilford County did not want to put the service out for bid with other private organizations. The actual cost incurred by GTA would be based on the *special event* hourly rate specified in the contract with our service provider, and would include the fuel that would be used to transport the inmates to and from the alternate detention center. It should be noted that it may be possible that GTA could get reimbursed for some of the costs pursuant to the Public Transportation Emergency Relief Program, or the Federal Emergency Management Agency (FEMA) if the requirements are met.

Counsel James Dickens of the City's Legal department, stated that those conditions, basically are, for the President to declare a national emergency, or for the Governor of the state to declare a state of emergency. The Public Transportation Emergency Relief Program can be applied locally, so if the Governor or the mayor were to declare an emergency situation for a city-wide emergency, it is possible to be reimbursed for those costs at that point. If approved, this would be for a five-year agreement.

Mr. Posey moved to approve the Guilford County Jail Assistance Agreement as outlined by staff, seconded by Ms. Flowers. The Board voted unanimously in favor of the motion.

Approval of Professional Services Agreement – Nancy Whelan Consulting

Libby James stated that this item has been on the agenda since December but because of meetings meeting canceled, it had to be deferred. This item is critical, in that it will allow GTA to be compliant with regard to the independent cost analysis or estimate, for any procurements that are utilized using federal dollars. Currently, GTA is involved in a major procurement to hire a new contractor to manage and operate GTA's transit services. Because federal funds are being used to support the current \$15 million dollar contract, GTA is required to have ICE completed as well. Because of the budget issues that GTA is currently facing, the RFP had to be reissued because the scope of work had to be changed, resulting in a two month extension on the current contract. The services of Nancy Whelan Consulting can be procured without going through a competitive bid process, with the approval of the City's Legal department, which they have provided. These services have been secured to prepare the cost estimates at the price of \$12,000 for the RFP process or a contractor, and for the 2 month extension. There are funds currently budgeted and appropriated in the budget to support the \$12,000 contract. Staff, therefore, recommends approval of the proposed contract with Nancy Whelan consulting.

Mr. Posey moved approval of the Professional Services Agreement – Nancy Whelan Consulting, as outlined by staff, seconded by Mr. Jones. The Board voted unanimously in favor of the motion. (Ayes: Mann, Stone, Jones, Flowers, Crowder and Posey. Nays: None.)

Approval of Professional Services Agreement – Ian Wilson

Kevin Elwood stated that GTA, in partnership with local colleges and universities, operates Higher Education Area Transit (HEAT) which provides public transportation services for college students as well as the general public. As with most public transit systems, HEAT maintains a website to deliver important user information including route maps, schedules, transit news. Due to the unique audience targeted by HEAT services, the HEAT marketing subcommittee chose to create a standalone website, separate from the City of Greensboro that would serve as a more effective vehicle for HEAT rider communications. The site content is updated by the public transportation marketing specialist, but the maintenance and hosting has been provided by contractor Ian Wilson since 2011. The consultant has proposed to continue the maintenance and hosting functions as follows:

The consultant will provide managed hosting at a total cost of \$2280.00 for a two-year period. Staff is recommending approval of the professional services agreement with Ian Wilson in the amount of \$2280.00.

Ms. Stone moved approval of the Professional Services Agreement – Ian Wilson, as outlined, seconded by Ms. Crowder. The Board voted unanimously in favor of the motion. (Ayes: Mann, Stone, Jones, Flowers, Crowder and Posey. Nays: None.)

Approval of Contract Award – System Contractors

Bruce Adams stated that GTA initiated a competitive procurement process to hire a contractor to provide bus washer and clarifier tanks preventative maintenance services at the GTA Operations, Maintenance and Administrative facility for three years beginning March 15, 2014 through March 31, 2017. The contract will contain an option for GTA to extend the contract for two additional years. A non-mandatory pre-proposal conference was held on January 23, 2014 to outline the requirements as well as provide the opportunity for questions and explanations. The proposals were due February 6, 2014 and the City received a total of three proposals from vendors. An Evaluation and Selection committee was

established to evaluate and select the most responsive offeror. This committee included staff members from the Public Transportation Division, Facilities Division and Purchasing Division. Each member of the committee was asked to rate the proposers based on their proposals. It was determined in the final evaluation that Systems Contractor provided the most responsive and responsible proposal based on the criteria set forth. Systems Contractor's three-year cost to provide bus washer and clarifier tanks preventative maintenance services is \$117,000. The total estimated cost for the requested services will not exceed \$39,000 annually, and the funds to support eligible expenses for the remainder of 2014 are currently appropriated and budgeted. Staff, therefore, recommends approval of the contract award to Systems Contractor as outlined above.

Mr. Mann moved approval of the Contract Award – System Contractor as outlined by staff, seconded by Ms. Stone. The Board voted unanimously in favor of the motion. (Ayes: Mann, Stone, Jones, Flowers, Crowder and Posey. Nays: None.)

Libby James asked that the report of the DBE Plan be deferred to the March meeting.

Sub-Committee Reports

A. STAC

Chair Mann provided an overview of the minutes of the STAC Public Meeting. Julia Crowder read the minutes of December's meeting for the record, a copy of which is herein incorporated by reference. It was so noted that STAC postponed their February business meeting due to the length of the public meeting.

B. Legislative Update

Libby James addressed the highway funding shortfall, a top USDOT priority. With federal funding from US highways set to run dry within months, US transportation Secretary Anthony Foxx urged Congress on Thursday to come up with long-term solution to pay for roads. The highway trust fund, which relies on an 18.4 cents a gallon tax on gasoline to pay for the federal share of spending on roads, could run out of money perhaps as soon as August. The tax hasn't been raised in two decades, and with Americans driving less since 2007 and turning to more fuel efficient vehicles, the trust fund can't keep pace with the country's roads, building, and maintenance needs. In a report in 2013, the American Society of Civil Engineers said the country's infrastructure was in a woeful state from lack of investment, with one in nine bridges structurally deficient and 40% of major highways congested. More than \$70 billion a year was needed to fix US highways. The US Chamber of Commerce and the AFL-CIO Labor Federation have proposed increasing the fuel tax, which raises about \$35 billion a year in revenue, and includes a 24.4 cents a gallon levy on diesel, but there appears to be little support in Congress for such a move. President Obama has called for using some of the savings from proposed corporate tax reform to replenish the highway fund, but it seems unlikely that a major tax overhaul could pass Congress in an election year. Administration is open to other ways of finding revenue. The Senate Environmental and Public Works committee has proposed doing away with the gas tax and instated raising revenue from a levy on oil refineries. The House Transportation Committee has supported a tax based on the number of miles driven, rather than fuel consumption. Federal funds account for about 45% of state spending on roads and bridges, and the concern that the trust fund was running out of money has caused some projects to be put on hold. Also, the administration may have to slow payments to states as the fund becomes depleted.

In the last decade, the United States has fallen 20 spots in global ranking of infrastructure quality. Closing the infrastructure gap, one of five priorities outlined, would create jobs and put people back to work. The absence of a long-term Surface Reauthorization bill, however, hampers progress. The Secretary talked about the necessity of bringing together the various modes of transportation, and that our transportation system should be greater than the sum of its parts.

C. Marketing and Communications

Kevin Elwood stated that for the entire month of February GTA has been recognizing Black History Month through the campaign of "Journey Through History." People are invited to visit the website and learn about the important contributions that African Americans have made to life, as we know it, in the United States. There are posters on several of the buses regarding the campaign.

Secondly, the marketing of the Real Talk Committee Meetings that have been underway to discuss GTA's budget issues. Publicity of the meetings included the website, social media and public service announcements running on local radio stations, signage in the buses as well as the Talking Bus. There will be a session called "Real Talk on the Go", held at the Depot this Thursday from noon until 2 PM, specifically for people who cannot attend one of the public meetings. Staff will be distributing literature on GTA's budget issues, and conducting a survey.

There will be a LEED Achievement ceremony held on March 6th at 10:00 AM to recognize everyone who was involved in helping the GTA operations and maintenance facility and administrative offices reach the designation of LEED Gold certified. All board members are encouraged to come out and participate in this event.

Libby James stated that this will be the City's first LEED Gold municipal building, quite a high achievement for the city.

Steering Committee Report

Chair Mann stated that the Steering Committee has been established and consists of approximately 20 people from the city, staff, and the general public. This committee is looking at every aspect of the GTA bus system to see where efficiencies can be improved. The committee has held several meetings in several locations at least once a week, usually in a recreation center so that local people can attend. The meetings provide an opportunity for the public to give their opinions on GTA's services and the proposed fare increase. The attendance and input from the public have been good. He stated that there will be reporters coming to the meetings to get information, and he stated that only Libby James, Adam Fischer or Councilwoman Sharon Hightower were authorized to serve in this capacity.

Libby James stated that the public meeting process is a very extensive and exhausting process for the Board members, City Council members, staff and the contractor, but it is important, so priority has been placed on it. Other board members are encouraged to attend. She provided the remaining schedule for the meetings, the next of which is scheduled for February 27 at the Depot, and the next for March 3 at the Lewis Recreation Center beginning at 6:30 PM. She expressed that nothing had yet been finalized in terms of service reductions and fare policy changes. Staff is still receiving comments and any alternatives. The ultimate decision will be made by Greensboro City Council, and the final public meeting will be held on March 25 at 5:30 PM in the GTA Boardroom prior to the March meeting.

Burley Wilkins stated that the operators are being told that situations may arise where riders want to argue with them and they have been asked to leave it on a positive note and if there are any concerns to call either Donna or himself. He will post a memo to the operators to refer anyone from the press to GTA staff.

Public Transportation Manager's Report

Libby James stated that she had nothing more to report at this time.

General Manager's Report

Burley Wilkins stated that on March 4th and 5th he will be going for contract negotiations with the union. He will keep the board posted on the outcome of the negotiations. On March 3-9 the Regional Rodeo will be held in Chapel Hill depending on the weather. The winners of that competition will go to the state competition in April to compete on the state level. He also reported that during the recent inclement weather, the operators did an excellent job and there were no accidents reported.

Claire Stone asked if it were possible to get a curb cut directly in front of the administrative office because the designated handicap parking spaces are long distance from the building and up a hill, making it difficult for participants wishing to sign up or re-certify for SCAT. She also asked if it were possible for the Board members to receive a copy of a list of contracts that GTA has for 2014 and 2013. The reason for this request is that it will familiarize the Board members with contracts that may come before the Board, and the members should be more proactive regarding spending and costs.

Adjournment

There being no further business before the Board, the meeting ended at 7:09 p.m.

Respectfully submitted,

Lawrence Mann, Chair
Greensboro Transit Authority

LM/jd

GTA STEERING COMMITTEE MEETING SUMMARY

MEETING DATE: March 6, 2014

Date Prepared: March 10, 2014

Prepared by: Sharon Smiley, Transportation Planner

ATTENDEES: Sharon Hightower, Lawrence Mann, David Parrish, Dianne Flowers, Marikay Abuzuaiter, Tony Barksdale, Larsina Johnson, Adam Fischer, Claire Stone, Libby James, Sharon Smiley, George Linney, Bruce Adams, Kevin Elwood, Anthony Hayes, Burley Wilkins, Kenneth Crawford

SCAT RIDER CHARACTERISTICS

- 1701 eligible SCAT Riders as of March 3, 2014
- Over half have physical disabilities and are between the ages of 40-64.
- Provided 201,727 passenger trips during FY 2013, 39,233 of those trips fell beyond the required ADA service area.
- Employment was the primary trip purpose on both the required ADA service and the premium service, followed by General Purpose. Medicaid trips made up less than 1 percent of the total trips provided.

SERVICE AND FARE POLICY CHANGES UPDATE

- Transfer GTA Career Express Shuttle Service to PART
 - Estimated Reduction in Operating Cost: \$319,598
 - Estimated Revenue Loss: \$0.00
 - Estimated Federal Funding Loss: \$44,995
 - **Net Change in Estimated Reduction: \$274,603**
- Discontinue 6:30 p.m. trip on all routes and operate evening service from 7-11 p.m.
 - Estimated Reduction in Operating Cost: \$271,174
 - Estimated Revenue Loss: \$2,868
 - Estimated Federal Funding Loss: \$38,178
 - **Net Change in Estimated Reduction in Operating Costs: \$230,128**
- Reduce the number of evening routes on both weekday and Saturday from 15 to 10 and increase the number of Sunday Service routes from 7 to 10 routes
 - Estimated Reduction in Operating Cost: \$408,292
 - Estimated Revenue Loss: \$5,013
 - Estimated Federal Funding Loss: \$57,482
 - **Net Change in Estimated Reduction in Operating Costs: \$345,827**

- Provide hourly service on Route 4 Benbow/Willow Road and Route 5 Gorrell Street
 - Estimated Reduction in Operating Costs: \$464,870
 - Estimated Revenue Loss: \$9,352
 - Estimated Federal Funding Loss: \$65,448
 - **Net Change in Estimated Reduction in Operating Costs: \$390,070**
 -

The recommended option represents Total Estimated Reduction in Operating Costs of \$1,240,628 based on the fully allocated costs.

- Continue the same base fare policy for Fixed Route and SCAT;
- Continue the 50 percent discount on the base fare for seniors, persons with disabilities, Medicare and *Medicaid* recipients;
 - Two-year incremental fare increase (First year \$1.75, second year \$2.00; will yield additional revenue of \$203,978 the first year, and \$434,039 the second year)
- Raise prepaid fare media by similar amount
- Continue transfers at no charge to the riders

COMMITTEE DISCUSSION AND FOLLOW-UP

- Suggestion that GTA offer group trips on SCAT for shopping on a monthly basis; staff requested to determine if a higher fare can be charged if group trips are provided as subscription or standing order trips (Hightower)
- Rationale for not providing evening service on Sundays (Hightower);
- Bus stop located at Florida Street and Ardmore is poorly lit and safety concern; would like to have better lighting. (Flowers)
- An increase of \$.25 is reasonable; riders should make sacrifices so GTA can continue to provide a quality service to public (Barksdale)
- Fund Balance is a dwindling option; base fare gap of \$600,000; The Surface Transportation Program Direct Apportionment (STPDA) funds of \$1.4M was used to balance this year's budget; GTA has never used for ongoing operations, although permissible.(Fischer)
- Winston Salem uses STPDA funds for operations.
- Vehicle Fee/Tax may be a long term option (Fischer)
- Fund balance and STPDA can also be used repeatedly; however, should work towards dwindling this option as you move forward; up to MPO (Fischer)
- Discussions had with PART on regional transportation; could potentially generate more revenue
- Reach out to private sector; request contributions (Abuzuaiter)
- Public/Private partnerships (Parrish)
- STPDA might be better received if GTA plans to bridge the gap over the next 2 years
- *Real Talk on the Go* at depot; letter to appear in Sunday's paper (Elwood)
- Next meeting date, March 13 (10:00 a.m. GTA Facility); summary of public comments on March 18th, Public Hearing (March 25th)