



April 11, 2014

TO: Mayor and Members of Council
FROM: Jim Westmoreland, City Manager
SUBJECT: Items for Your Information

Chris Wilson
Joe

UPCOMING MEETINGS

- Apr 15 at 5:30 pm City Council Meeting
- Apr 17 at 4:00 pm East Greensboro Study Committee Meeting
- Apr 21 at 5:30 pm District 1 Neighborhood Walk
- Apr 24 at 5:30 pm District 5 Budget Meeting
- Apr 28 at 5:30 pm District 3 Neighborhood Walk

April 15, 2014 City Council Meeting

- **Agenda Item #19: Holts Chapel Road and Lowdermilk Street Roadway Improvements and Sidewalks Project**

Attached is a memorandum from Engineering Manager Ted Partrick, regarding a contract change order in the amount of \$23,039.50 for additional design and construction cost. This item will be on the April 15, 2014 City Council meeting, for Council's consideration.

Council Follow-Up Items

- **Renaissance Center Funds**

Attached is a memorandum from Interim Assistant City Manager Chris Wilson, regarding a Council inquiry regarding the proposed \$2 million forgivable loan for the Renaissance Center Project.

Community Budget Meetings Scheduled

Attached is a press release regarding the upcoming community budget meetings scheduled to encourage community conversation about the City's fiscal year 2014-15 budget.

November 2014 Referendum

Attached is a memorandum from Finance Director Rick Lusk, regarding the calendar of Council's actions that would need to take place to get a bond referendum on the November ballot.

Greensboro Transit Authority Budget

Attached is a memorandum from Transportation Director Adam Fischer regarding the proposed GTA budget reductions due to the recent reductions in federal, state and local funding.

Public Information Request Report

Attached is the weekly Public Information Request Report for the week of April 11, 2014.

Contact Center Feedback

Attached is the weekly report generated by our Contact Center for the week of March 31, 2014 through April 6, 2014.

Small Group Meetings

Attached is the Small Group Meeting report for the week of April 11, 2014, between City Staff and [more than two but less than five] Councilmembers.

JRW/mm
Attachments



April 10, 2014

TO: David Parrish, Assistant City Manager

FROM: Ted Partrick, Engineering Manager, Engineering & Inspections Department

SUBJECT: Holts Chapel Road and Lowdermilk Street Roadway Improvements
and Sidewalks Project
Contract 2012-0780
Change Order #1

Summary

The contract 2012-0780 has an additional cost that will require approval of a contract change order by City Council. An agenda memo has been prepared for the April 15, 2014, Council meeting as a change order for \$23,039.50. The change order is to add design work for an upgrade to a water main for the Water Resources Department, who will fund the additional design and construction costs.

Background

This design project is for the construction of 16,030 feet (3+ miles) of sidewalks along Holts Chapel Road and Lowdermilk Street. A significant portion of the contract includes adding curb and gutter to support the construction of the sidewalk. Curb and gutter will be installed for the length of Lowdermilk Street portion of the project, along with new storm sewer lines.

On August 6, 2012, City Council approved award of a design contract to Kimley-Horn, Inc., for \$365,000. Contract 2012-0780 was endorsed and encumbered in the amount of \$354,630.35. The NCDOT is reimbursing the City 80% of the design cost for the roadway and sidewalk design. The roadway and design contract is approximately 80% complete. The contract extension is required to add design work for the replacement of a water main that was not previously identified for replacement. This is an unanticipated cost.

Following subsurface exploration and surveying research for their design of the roadway and sidewalk project, City engineers determined that the water main along Lowdermilk should be replaced and upgraded during the re-construction of the roadway. The existing main is undersized and has passed its recommended lifespan. Performing this maintenance during the roadway construction allows substantial savings in the construction cost and eliminates the need to cut into the new pavement for maintenance of the main in the future. The cost of this upgrade to the water main is not reimbursable by the NCDOT and will be funded entirely by the Water Resources Department.

THP



April 10, 2014

TO: Jim Westmoreland, City Manager
FROM: Chris Wilson, Interim Assistant City Manger
SUBJECT: Renaissance Center Funds

In response to Council's inquiry regarding the proposed amount of \$2 million, in the form of a forgivable loan, for the Renaissance Center project, I am able to offer the following background information.

The \$2 million figure did not originate, as a suggestion, from City staff. This was a number that was suggested during previous proposals for the Center, based on indicated/assessed needs, for the property verses investment from the proposers. Our research indicates the \$2 million loan was also discussed as part of a previous Councilmember's motion during a June 2013 Council meeting. This number was presented most recently as part of Self Help's proposal to the City for consideration.

Our current request suggests a loan authorization up to \$2 million dollars, meaning if the full amount were not needed, because of possible savings during the project, we would not be bound to the maximum amount. This in no way should be construed as substituting quality for the project, as we still recommend a full, robust renovation with community input and significant private investment in accompaniment with Self Help's process.

Please let me know if you have any questions.

CW

cc: Tom Carruthers, Interim City Attorney
Barbara Harris, Neighborhood Services Director
Sue Schwartz, Planning and Community Development Director
David Parrish, Assistant City Manager



**CITY OF GREENSBORO
FOR IMMEDIATE RELEASE**

Contact: Jake Keys
Phone: 336-373-2105

City Hosts Public Meetings on Upcoming Budget

GREENSBORO, NC (April 10, 2014) – Greensboro City Council members and City staff are hosting a series of public meetings to encourage community conversations about the City’s upcoming budget. Residents are encouraged to attend any of the meetings to help set priorities for the coming year.

The meeting schedule is below:

Council District 1

5:30 pm, Tuesday, April 29
Warnersville Recreation Center
601 Doak St.

Council District 2

5:30 pm, Monday, May 5
Peeler Recreation Center
1300 Sykes Ave.

Council District 3

5:30 pm, Tuesday, May 13
Natural Science Center
4301 Lawndale Rd.

Council District 4

5:30 pm, Thursday, May 8
Lindley Recreation Center
2907 Springwood Dr.

Council District 5

5:30 pm, Thursday, April 24
Adams Farm Swim & Tennis Club
1903 Adams Farm Parkway

The City works with the community to improve the quality of life for residents through inclusion, diversity, and trust. As the seventh largest employer in Greensboro, the City has a professional staff of 3,000 employees who maintain the values of honesty, integrity, stewardship, and respect. The City is governed by a council-manager form of government with a mayor and eight council members. For more information on the City, visit www.greensboro-nc.gov or call 336-373-CITY (2489).



April 11, 2014

TO: Jim Westmoreland, City Manager

FROM: Rick Lusk, Finance Director

SUBJECT: November 2014 Referendum

I contacted the Guilford County Board of Elections Director and discussed the calendar we would have to follow in order to include bond questions on the County's November 4, 2014, General Election ballot. Below is a summarized Council action:

Council Actions

- By May 15 Determine the amounts and purposes of each ballot question. (Police/Public Safety, Transportation, Public Buildings, etc.)
- May 15 Adopt resolution authorizing application to hold referendum to be submitted to Local Government Commission (LGC).
- June 3 Introduce bond orders for each purpose and set date for public hearing on the bond orders.
- June 17 Hold public hearing and adopt bond orders and a resolution calling a referendum. (up to this date bond orders introduced on June 3 can be deleted and amounts of bond orders introduced can be reduced but not increased)
- By June 30 Notify Guilford County Board of Elections of adopted bond orders for inclusion on 2014 General Election ballot.

There are many additional steps involving notice publications and other statutory requirements pertaining to the voting process that I did not include above but that will be part of a more detailed bond referendum calendar that we will finalize with the Board of Elections Director.

Let me know if you have any questions.

RL



April 11, 2014

TO: Jim Westmoreland, PE, City Manager
FROM: Adam Fischer, PE, Director of Transportation
SUBJECT: Public Input Process to Address GTA Budget

BACKGROUND:

To address a \$2.5 million budget shortfall attributed to a series of recent reductions in funding (Federal, State, and Local) including reduced Greensboro Transit Authority (GTA) reserve funds, a special GTA Steering Committee was formed to explore service reductions and fare policy changes. A series of public meetings has been held within each quadrant of the City including public outreach forums that were held at the Galyon Depot to gather additional data on the most traveled routes, primary trip purposes, and how riders would be impacted by the proposed changes. The GTA Steering Committee met six (6) times since January 2014, to discuss public input and the various service and fare changes. Final recommendations on service cuts and fare increases were developed based on public input and the goal to affect as few riders as necessary. (See attached report from the GTA Steering Committee)

Theme from Riders

Riders on both the Fixed Route and Specialized Community Area Transportation (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. In addition, 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 surveys¹, 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, concern and frustration from fixed route riders were: “the service is inadequate for persons working second shift”, and “they would not be able to get to work if the service stops at 6 pm, 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. (See attached summaries of rider comments and concerns)

Staff Recommendations:

Reduced Fixed Route Services:

Currently GTA fixed route services provides 4.8 million passenger trips per year at a cost of \$14.6 million (cost = \$3.04 per passenger trip). Based on feedback from the public, staff recommends the following four (4) service reductions, which will have the least impact to GTA patrons. The following recommended service cuts will reduce the total number of passenger trips by 28,815 per year at a cost savings of \$1.2 Million:

- 1.) Transfer the Career Express service to PART, which will save GTA approximately \$275,000 in operating costs. There will be no impact to the riding public, as PART will continue this service.
- 2.) Change the schedule for evening service 7:00 p.m. until 11:00 p.m. The change would save GTA a little over \$230,000 in operating costs. The loss in ridership with this service reduction is estimated to be 9,030 passenger trips per year.
- 3.) Reduce the number of evening routes on both weekdays and Saturdays from 15 to 10, and increase the number of Sunday routes from 7 to 10, which will save GTA over \$345,000. The loss in ridership with this service reduction is estimated to be 3,429 passenger trips per year.
- 4.) Reduce service from 30 minutes to hourly on Routes 4 and 5, which will save GTA approximately \$390,070. The loss in ridership with this service reduction is estimated to be 16,356 passenger trips per year.

Increased Fares:

Staff recommends an incremental fare increase as follows:

- Effective September 1, 2014, the base fare will increase by \$.25 to \$1.75, providing \$169,982 additional revenue through June 30, 2015 and \$203, 978 the following year.
- Effective July 1, 2016, the base fare will increase another \$.25 to \$2.00 providing \$434,039 in additional revenue.

Para-transit Services:

The only changes recommended to Para-transit services is that the hours of operation mirror fixed route hours of operation and that fares increase the same as fixed route fares. (See attached summary of staff recommended service and fare adjustments)

Steering Committee Recommendations:

The GTA Steering Committee met on March 18, 2014, to adopt service reduction and fare increase strategies to address the \$2.5 Million project budget shortfall. Staff presented the recommendations above to the Steering Committee and the committee took the following actions:

1. Councilmember Jamal Fox made a motion that the committee only recommend service reduction #1 (Transfer Career Express to PART) and that no other service reductions or fare increases be recommended. The motion was seconded by Claire Stone. This motion failed by a 3 to 2 vote.
2. Councilmember Sharon Hightower made a motion that all four (4) service reductions be recommended but no fare increase. The motion was seconded by Councilmember Marikay Abuzuaiter. The motion failed with a 4 to 4 vote.
3. Anthony Barksdale made a motion that all four (4) service reductions and the fare increase be recommended. The motion was seconded by Diane Flowers. The motion failed 4 to 4 vote.

There was no official recommendation out of the Steering Committee. (See attached minutes from the 3/18/14 Steering Committee Meeting)

GTA Board Recommendations:

A public hearing was held Tuesday, March 25, 2014, at 5:30 pm and the GTA Board met immediately after the public hearing. The GTA Steering Committee along with GTA staff presented their findings and recommendations to the GTA Board on Tuesday, March 25, 2014.

- The Board adopted a recommendation to implement the four (4) service reductions mentioned above, which will reduce services by 19,222 revenue hours and will eliminate 28,815 passenger trips, saving \$1.2 Million.
- The Board also adopted a recommendation to implement a series of \$.25 fare increases, to \$1.75 starting September 1, 2014 and \$2.00 starting July 1, 2015.

In addition to these recommended service reductions and fare increases, City staff is also going to recommend that \$800,000 be allocated to support GTA from available Federal Surface Transportation Direct Attributable (STP-DA) funds. (See attached minutes from the 3/25/14 GTA Board Meeting)

Also, due to a unionized GTA workforce, GTA is currently soliciting new proposals for the management and operations of transit services. The current contract to manage GTA services is approximately \$15 million per year. GTA anticipates receiving proposals, which could lower annual contract costs over the next 3 to 5 years.

AF

Attachments

cc: David Parish, Assistant City Manager
Elizabeth James, Public Transit Manager
GTA Steering Committee
GTA Board



GTA Service and Fare Policy Changes

Report of the Steering Committee

March 24, 2014

The Greensboro Transit Authority has been the primary public transportation provider for the Greensboro community since 1990. Prior to FY 2013-2014, GTA's revenue sources adequately supported operations. In fact a one-time allocation of Surface Transportation Program – Direct Allocation or STP-DA funds (\$1,400,000) supported a shortfall this year and eliminated a budget deficit. Beginning FY 2014-2015 GTA is facing a critical budget shortfall (\$2.5 million), and is considering all possible options to close the funding gap.

To ensure an effective and successful community process, a special committee was created by the City Council and the GTA Board. It has been proven that the steering committee structure ensures adequate public involvement from all stakeholders that may be affected.

The membership is as follows:

Co-Chairs: City Council Member-Transit Liaison Sharon Hightower

GTA Board Chair Lawrence Mann

Membership: Mayor/TAC Member Nancy Vaughan

City Council/TAC Member Jamal Fox

City Council/TAC Member Mary Kay Abuzuaiteer

GTA Board Member Robert Jones

GTA Board Member Dianne Flowers

GTA Board Member Claire Stone

RAC Chair Larsina Johnson (STAC)

RAP Member Anthony Barksdale (Fixed Route)

Assistant City Manager David Parrish – Ex-Officio Member

Support Staff

GDOT Director Adam Fischer

Public Transportation Manager Elizabeth James

Senior Operations Planner Bruce Adams

Transit Services Planner George Linney

Paratransit Planner Sharon Smiley

Marketing and Communications Specialist Kevin Elwood

GTA General Manager Burley Wilkins

The purpose of the Steering Committee is to manage and oversee the public participation process, to present the budget facts and obtain public input on the “preferred” or least negative options to address the funding issue. The presence of City Council and Board members provided a positive influence on the meetings held.

The initial meeting with the Steering Committee Co-Chairs was held January 13, 2014. The Kick-Off Meeting with the Steering Committee was held January 30, 2014. The subsequent meeting schedule was as follows:

February 6, 2014

February 14, 2014

March 13, 2014

March 18, 2014

The Steering Committee held a series of public meetings within each quadrant of the City. To augment the public meetings, public outreach forms were made available to riders in order to gather additional data on the most traveled routes, primary trip purposes, and how riders would be impacted by the proposed service and fare policy changes. Additionally, the Steering Committee held two informal gatherings at the Depot, to allow riders that were unable to attend the public meetings to offer their input.

Riders on both the Fixed Route and SCAT services similarly expressed the importance of transportation in their lives; indicated that GTA and 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. 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 riding public.

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 PM, and the possibility of them losing their late shift job.

Staff Recommendation – Service and Fare Policy Changes

The option recommended by staff consisted of four changes that pertain to service reductions; 1) Transfer Career Express to PART, 2) discontinue the 6:30 PM trip on all routes and begin operating evening service from 7:00 PM until 11:00 PM, 3) Reduce the number of evening routes on both weekdays and Saturdays from 15 to 10, and increase the number of Sunday routes from 7 to 10, and 4) Provide hourly service on Routes 4 and 5. These changes would provide the least amount of impact on riders and would reduce the total revenue hours by 19,122 revenue hours, which is equivalent to just over \$1.2 million reduction in operating costs. It should be noted that the recommended changes represents a 12.88% reduction or 19,122 revenue hours instead of the original option that represented a 17.73% or 26,473 reduction in the current level of service in response to the public comments.

The proposed incremental fare increase is as follows:

1. \$.25 or \$1.75, effective September 1, 2014
Year 1 September 2, 2014 – June 30, 2015 \$169,982
Year 2 July 1, 2015 – June 30, 2016 \$203,978
2. \$.25 or \$2.00, effective July 1, 2016 \$434,039

The proposed fare increase (\$1.50 to \$1.75 for the first year would generate an additional \$200,000 in revenues; which leaves about a \$600,000 gap.

Efforts would be initiated to seek Surface Transportation Program – Direct Allocation or STD-DA Federal funds from the Transportation Advisory Committee (TAC) to close the \$600,000 gap.

Other funding options discussed to address the budget deficit include; securing STP-DA funds to cover the entire budget deficit, or lobbying for another Bond Referendum for additional property tax to support transit.

Approval of Recommended Service and Fare Policy Changes

The Steering Committee structure has been an effective process for educating the community about GTA’s budget deficit. However, the Committee was unable to agree on a method of addressing the projected \$2.5 million deficit for the FY 2015-2016.

Staff is commended for the extensive and effective efforts undertaken to educate the Greensboro community about the critical budget deficit that GTA will face beginning FY 2015-16. It is unfortunate that service and fare policy changes are necessary in light of the successful and effective transit services provided by GTA.

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)

GTA (Name Routes)		<u>Responses</u>
	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?

Yes	51
No	25

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

- 5.1 Financial Hardship
- 5.2 Financial Hardhip
- 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 If 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.

- 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.

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. Anjail 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
Will the plastic identification card covers be made available again? <i>Anonymous Speaker</i>	Staff can look at bringing this back.
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>	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.
Raising a fare now to only \$1.75 may lead to another increase within a few years. <i>Maggie Dingle</i>	Concur.
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>	Changing the last ride from 11:30 p.m. to 11 p.m. will not yield any cost savings; however, it can be considered.
Other systems in North Carolina do not offer transfers. Are they saving by doing this? <i>Kenneth Crawford, Jr.</i>	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.

**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>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>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>Staff concurs.</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>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>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 style="text-align: center;"><i>Michael Jackson</i></p>	<p>A reservation may be made up to 7 days in advance.</p>



**Revised Option 1 - Proposed GTA Service and Fare Policy Changes
March 18, 2014**

SERVICE CHANGES

1. Discontinue Career Express Shuttle Service Total Cost Reduction	Change in Revenue	Federal Funding Decrease	Net Change in Total Cost Reduction
-\$319,598	-\$0.00	-\$44,995	-\$274,603

- Transfer GTA's Career Express Service to PART
- Local funds to operate the existing service will be replaced with Federal CMAQ Grant for the next three (3) years
- PART proposes to implement modifications that will enhance service effectiveness and efficiency
- Current service is not timely for riders to get to the Industries of the Blind employment site.
- PART will continue to accept GTA multi-ride or monthly passes as a form of payment from Greensboro riders

2. Discontinue 6:30pm trip on all routes and Operate Evening Service from 7:00pm until 11:00pm (Loss in ridership – 9,030 passenger trips)

Total Cost Reduction	Change in Revenue	Federal Funding Decrease	Net Change in Total Cost Reduction
-\$271,174	-\$2,868	-\$38,178	-\$230,128

- In response to public feedback, the initial change to end the evening service at 11:30 was eliminated due to hardship on 2nd shift workers
- Last bus during weekday will depart the Depot at 6:00 PM
- Evening service will began 30 minutes early at 7:00 PM
- Evening service will end 30 minutes early, last bus will depart Depot at 11:00 PM

3. Reduce the number of evening routes on both weekday and Saturday from 15 to 10 (Loss in ridership – 3,429 passenger trips) and Increase the number of Sunday Service Routes from 7 to 10 Routes (Additional ridership – 3,771 passenger trips)

Total Cost Reduction	Change in Revenue	Federal Funding Decrease	Net Change in Total Cost Reduction
-\$408,292	-\$5,013	-\$57,482	-\$345,827

- Add three (3) additional routes on Sunday Service
- Additional routes will address capacity problems, and on-time performance issues.
- Enhance the consistency of service on weekday evening, Saturday and Sunday by providing the same 10 routes
- In response to public feedback, the initial change to start Sunday service one hour later at 7:00am was eliminated (adversely impact 1st shift workers and early morning church goers).
- Some areas that will not be served directly during evenings and Sunday:
 - Jackson Middle School and Hillsdale Park
 - Four Seasons Blvd., Hampton Park and the Mt. Tabor Neighborhood
 - Lincoln Heights and Bluford Heights Neighborhoods
 - Heath Park Community
 - Elam Ave. stop in front of Wesley Long Hospital
 - Quaker Village, Guilford College, Friends Home West
 - Aunt Mary Ave. and Kildare Dr. Neighborhood
 - Lombardy Street, Waugh Street and Holt Avenue Neighborhood
 - Arlington Park
 - Rotherwood Neighborhood
 - Greensboro Post Office on Murrow Blvd.
 - Guilford County Health Department
 - Textile Drive Park
 - Peeler Center and Peeler Park

4. Provide hourly service on Route 4 Benbow-Willow Rd and Route 5 Gorrell Street (Loss in ridership – 16,356 passenger trips)

Total Cost Reduction	Change in Revenue	Federal Funding Decrease	Net Change in Total Cost Reduction
-\$464,870	-\$9,352	-\$65,448	-\$390,070

- In response to comments during the Public Participation Process, the initial change to combine Route 4 and 5 was changed to operating (2) separate routes to eliminate capacity problems that may result from combining the two routes into one
- The service frequency on both routes will decrease from 30 minutes to hourly service during weekday
- Route 4 modification to serve the new Hayes Taylor YMCA relocated on Florida Street next to Barber Park

Comments:

- The recommended service reduction options represent a 12.88% reduction or 19,122 revenue hours instead of the original option that represented a 17.83% or 26,473 reduction in the current level of service.
- The recommended service reduction options represent total estimated reduction in Operating Costs of \$1,240,628 based on the fully allocated costs.
- The recommended service cuts will reduce the total number of passenger trips by 28,815 per year at a cost savings of \$1.2 Million (cost = \$41.61 per passenger trip for these 4 services) as compared to the over-all cost to provide all fixed route service at \$14.6 million which provides 4.8 million passenger trips per year. (cost = \$3.04 per passenger trip)

FARE CHANGES

1. Continue the same Base Fare Policy for fixed route and SCAT.
2. Continue the 50% discount on the Base Fare for seniors, persons with disabilities, Medicare and Medicaid recipients.
3. Continue transfers at no charge to the rider.

4. Base Fare

Incremental Fare Increase

1. \$.25 or \$1.75, effective September 1, 2014		
Additional Revenues	Year 1 September 1, 2014-June 30, 2015	\$169,982
	Year 2 July 1, 2015-June 30, 2016	\$203,978
2. \$.25 or \$2.00, effective July 1, 2016		
Additional Revenues		\$434,039

- Benefit of this recommendation is that it is a minor adjustment, with minimal impact on riders.

- The disadvantages are that it would not improve the financial situation significantly, and the \$1.75 Base Fare would create an awkward fare (a rider would need a minimum of one bill and three different coins to pay \$1.75), as a result could lengthen dwell times at stops.

5. Raise prepaid fare media by a similar amount.

Public Participation Comments

- Riders favored/preferred incremental fare increases
- Supported \$4.00 Base Fare for Premium SCAT services
- Raise Base Fare to \$2.00, with no incremental increases
- Charge fee for transfers
- Discontinue “free ride” for ADA eligible clients on the bus
- Consider another Bond Referendum
- Several comments not in favor for fare increase due to limited income, financial hardship on riders.

**GREENSBORO TRANSIT AUTHORITY
GTA OPERATIONS/MAINTENANCE FACILITY & ADMINISTRATIVE OFFICE
TRAINING ROOM
223 WEST MEADOWVIEW ROAD
GREENSBORO, NORTH CAROLINA
STEERING COMMITTEE MEETING
MARCH 18, 2014**

COMMITTEE MEMBERS PRESENT

Lawrence Mann, GTA Board Chair, Co-Chair
Council Person Sharon Hightower, Co-Chair
Council Person Jamal Fox
Council Person Marikay Abuzuaiter
Diane Flowers, GTA Board Member
Robert Jones, GTA Board Member
Claire Stone, GTA Board Member
Anthony Barksdale
David Parrish, Ex Officio

CITY/GTA STAFF PRESENT

Libby James Sharon Smiley
George Linney Bruce Adams
Anthony Hayes Adam Fischer
Kenneth Crawford, Sr.

Welcome

Lawrence Mann welcomed everyone to the meeting and stated that this may be the last Steering Committee meeting before the City Council presentation.

Summary of Public Participation Process

Sharon Smiley stated that all the comments from the public meetings as well as the public meetings have been summarized and recorded for reference. At the meetings, possible service reductions and fare policy changes were discussed by staff as a means to increase the 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, primary trip purposes and how riders would be impacted by the proposed changes. The riders on both the fixed route and SCAT service similarly expressed the importance of transportation in their lives and indicated that GTA/SCAT was their only means of transportation, lived on a fixed income and stressed that any increase in the fare would create a significant hardship. Most riders favored an incremental increase of the fare over a 3-year period. Based on the survey, the top five routes used by riders were routes 12, 11, 6, 5 and 3. The top two reasons for travel were for employment and trips to medical establishments. When asked how the service/fare changes would affect riders, the areas of greatest comment and concern were inadequate service for 2nd shift workers and overcrowding issues.

Libby James stated that the public participation process has been extensive and the attendance improved as the meetings continued.

Adam Fischer stated that staff has done an excellent job in organizing and conducting the meetings as well as informing the Board.

Council Person Sharon Hightower stated that transportation is a priority for the City and should be treated as such. People's lives will be greatly impacted by the decision and a meaningful solution should be reached.

Council Person Marikay Abuzuaiteer stated that the comments that were collected from the public meetings should be presented to City Council.

David Parrish, CMO, stated that other departments and functions in the City are being challenged to identify programs and opportunities that can cut the City budget.

Approval of Recommended Service and Fare Policy Changes

Adam Fischer stated that the reductions in service will represent approximately \$1.2 million in cost reduction and the proposed fare increase for the first year will generate about \$200,000 which leaves about a \$600,000 gap. STPDA funds may be sought from the TAC to help close the gap.

Lawrence Mann asked if the STPDA funds would cover the remaining shortfall entirely and Ms. Hightower stated that it would.

Claire Stone stated that she would like to continue lobbying for the possible ad valorem property tax.

Council Person Sharon Hightower asked if the Hybrid buses have proven cost effective and Adam Fischer stated that the upfront capital cost and battery replacement offset the fuel savings.

Libby James stated that because of the financial situation that GTA is facing, a recommendation will be made to the GTA Board to suspend replacing the current buses with hybrids until the financial situation improves.

Marikay Abuzuaiteer asked if air quality was a factor in purchasing the hybrid buses and Adam Fischer stated that the City must show that emissions are being reduced by a certain amount and that is done primarily through modeling traffic scenarios or monitoring stations.

David Parrish, CMO, stated that since this is a substantial recommendation, a more detailed summary should be presented.

Bruce Adams stated the recommendation consists of four items that pertain to service reductions. The first is to transfer the Career Express service to PART which will save GTA approximately \$275,000 in operating costs. The second item is to discontinue the 6:30 p.m. trip on all routes and operate evening service from 7:00 p.m. until 11:00 p.m. which will save GTA just over \$230,000 in operating costs. The third option is to reduce the number of evening routes on both weekdays and Saturdays from 15 to 10 and increase the number of Sunday routes from 7 to 10 which will save GTA just over \$345,000. The fourth item is to provide hourly service on routes #4 and #5, which will save GTA approximately \$390,070. Overall the recommended option represents a 12.8% reduction or 19,122 revenue hours which equals just over a \$1.2 million reduction in operating costs. The base fare would increase incrementally as follows. Effective September 1st, 2014 the base fare will increase by \$.25 to \$1.75 providing \$169,982 additional revenue through June 30th, 2015 and \$203,978 the following year. Effective July 1st, 2016 the base fare will increase another \$.25 to \$2.00 providing \$434,039 in additional revenue.

Libby James stated that some tweaking may be to done to the evening route layout to better serve Kindred Hospital, Wesley Long Hospital and the Vance Chavis Library.

Diane Flowers asked if debit/credit card processing has been considered for fare payments and Bruce Adams stated that a smart card may be used in the future. Staff is still working on the details.

Anthony Barksdale stated that there are no payphones in the bus area of the Depot and the payphones in the train station are regularly out of service.

Council Person Sharon Hightower asked what the options will be for the riders that come into the Depot on the last trip. She is concerned that someone may be left there stranded.

Adam Fischer stated that by ending the service earlier there will be some riders that are inconvenienced.

Libby James stated that there will always be a last trip to the Depot and riders normally make arrangements however, if a rider is stranded they will usually be accommodated.

Council Person Sharon Hightower stated that she feels the level of service should stay the same and that other avenues of funding should be sought such as selling land. She states this in light of other spending occurring for entertainment purposes in the City and really doesn't feel that the monies being spent are not being fairly used, across the board.

Council Person Jamal Fox stated that he feels staff has done a great job; however, he does not support any reduction in service or fare increases.

Anthony Barksdale stated that he feels fare increases are sometimes necessary and go along with wage increases.

David Parrish, stated that the recommendation should go to the GTA Board for their approval pending the TAC meeting to determine the additional amount of funding that could be obtained.

Council Person Sharon Hightower asked how feasible it would be to extend the last trip to 12:00 a.m.

Bruce Adams stated that it would cost an additional \$170,000, approximately.

Council Person Jamal Fox made a motion to recommend item #1 which involves transferring the Career Express service to PART and leave out items #2, #3 or #4 and was seconded by Claire Stone.

Libby James stated that if an option is not recommended by the Steering Committee that addresses the deficit that has been identified, it is the responsibility of the Committee to also include in the motion what to do about the remaining deficit.

Council Person Marikay Abuzuaiter stated that a friendly amendment should be made that it is understood the fare will increase by \$.25 this year and the service should not be cut however, hopefully funds will be forthcoming from the STPDA or from certain corporations.

Claire Stone stated that the recommendations are solid and a lot of work has been put forth however, the Steering Committee can be flexible with its recommendation.

After some discussion Council Person Jamal Fox repeated his motion to recommend item #1 less items #2, #3 and #4 which was seconded by Claire Stone with the friendly amendment that the GTA Board receive a copy of all four items that staff has presented.

The motion failed after voting. (Ayes: Fox, Stone. Nays: Flowers, Abuzuaiter, Hightower. Abstained: Barksdale)

Council Person Sharon Hightower moved that all items presented be recommended minus the fare increase and was properly seconded by Ms. Abuzuaiter. The motion failed after voting. (Ayes: Mann, Parrish, Hightower, Abuzuaiter. Nays: Stone, Flowers, Fox, Barksdale.)

Anthony Barksdale moved that all items be recommended to City Council, seconded by Diane Flowers. (Ayes: Barksdale, Flowers, Mann and Abuzuaiter. Nays: Stone, Fox, Parrish and Hightower.) The motion was 4-4 and there was no recommendation to be made to City Council.

Jamal Fox summed up the conversations that, the Committee, generally, supports Option #1, but feels all the Options should go to the GTA Board for their review, with a friendly amendment that the GTA Board will get a copy of all four Options. Because of the four-to-four vote there was no recommendation.

Discussion followed to clarify who was officially on the committee. Mr. Mann pointed out that Ms. Flowers should not be voting because of her resignation from the Board on Tuesday, March 13th. Ms. Flowers stated that she has retracted her resignation. Mr. Mann requested something in writing from Ms. Flowers to that effect.

* * * * *

Adjournment

There being no further business before the committee, the meeting ended at 11:58 a.m.

Respectfully submitted,

Lawrence Mann, Chair
Greensboro Transit Authority

LM/jd

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

AUTHORITY MEMBERS PRESENT

Lawrence Mann Julie Crowder
Robert Jones Michael Posey
Claire Stone

CITY/GTA STAFF PRESENT

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

Call To Order

The Meeting was called to order at 7:30 p.m. by Chair Mann.

Special Recognitions

Robert Jones announced the 2014 Regional Rodeo winners: Nate Love received first place in overall bus systems. Dexter Vines and Stephanie Hartgrove received second and third place, respectively, for local fixed route. Joyce White was recognized for her participation in the 2014 Regional Rodeo. Robin Dillon, Cornell Starks and Bonita Hunt received first, second and third place, respectively, in the light transit vehicle category. Bryan Telfair and Chanel Carmichael received 2014 Regional Rodeo Participant in Paratransit.

Speakers from the Floor

Maggie Dingle asked exactly who qualifies for the student fare and stated that she feels either a service reduction or a fare increase should be implemented, and not both. Also, she felt combining routes will cause people to walk further, which could be a potential safety issue.

Bryant Bayliss stated that on Sundays when he goes to church, the SCAT operators do not come to the door.

Libby James stated that when the operators do not come to the door for a rider with door-to-door service, the operators should be reported to management. She also clarified that a student is considered to be persons eighteen years and younger.

City Council Liaison Report

Sharon Hightower stated that at the last City Council meeting, it was approved for GTA to purchase the hybrid buses and the six paratransit vehicles.

Concerns from the General Public to the City Council

Kevin Elwood stated that the Greensboro City Council met on March 4th and 18th. On March 4th, citizen Alan Cauley addressed concerns regarding some riders' manner of dress on the bus and throughout the City of Greensboro. He requested an ordinance to address this concern. He also expressed concerns about restraints on wheelchairs. On March 18th, Lonnie Cunningham spoke to City Council regarding the possible fare and service changes, and suggested a bond referendum to meet GTA's needs. Councilwoman Hightower stated that she was not in favor of both a fare reduction and rate increase, and asked if the bond was a possibility. The City manager replied that he would wait until receiving recommendation from the GTA Board before he addressed that.

Sharon Hightower stated that a dress code for the bus is being reviewed by the City Attorney.

James Dickens stated that a memorandum was provided to the members of City Council regarding things that can be enacted in an ordinance prohibiting sagging pants. A draft policy has been created and forwarded to City Council for their review.

Action Items

a. Approval of Minutes

Claire Stone moved to approve the Minutes for the February 25th, 2014 Board meeting seconded by Robert Jones. The Minutes were then approved unanimously. Julie Crowder moved to approve the February 20th, 2014 Board briefing, seconded by Claire Stone. The Minutes were approved unanimously.

b. Approval of Recommended GTA Service & Fare Policy Changes

Libby James stated that this agenda item speaks to the public hearing as well as the issue that addresses the \$2.5 million budget deficit that GTA is facing. Staff is recommending a \$1.2 million cut in operating costs through service cuts as well as implementing a fare increase.

Lawrence Mann read the report of the Steering Committee dated March 24th, a copy of which is hereby incorporated by reference.

Claire Stone moved to approve only recommendation number 1, transferring Career Express to PART, and to pass all staff recommendations and comments on to City Council, requesting additional support to maintain the transit service at the current level. The motion was seconded by Julie Crowder.

The motion failed with a vote of 2 in favor and 3 opposing (Ayes: Stone, Crowder. Nays: Mann, Jones, Posey).

Robert Jones then moved that the Board approve the recommended options as presented by staff. The motion was seconded by Lawrence Mann.

The motion passed with a vote of 3 in favor and 2 opposing (Ayes: Mann, Crowder, Jones. Nays: Stone, Posey).

Sharon Hightower expressed her concern that members of the board were not in attendance at the Steering Committee meetings to vote on the matter, and she would not support the fare increase. She expressed that the reading of the Minutes does not give a full picture of the situation.

c. Approval of Revised DBE Plan

Sharon Smiley stated that the necessary changes had been made to the DBE plan based on FTA's recommendations, and that an approval letter from FTA had been received since the last meeting indicating their concurrence with the revisions made. Claire Stone moved to approve the revised DBE plan, which was seconded by Michael Posey. The motion passed unanimously.

d. Approval of FFY 2014 Program of Projects

George Linney stated that the Program of Projects was presented at the last Board briefing and staff was requesting approval from the GTA Board to approve the Plan and move forward with the public hearing, tentatively scheduled to be held on May 6th in the City Council Chambers.

Libby James stated that as the Federal funds are appropriated to the City to support these projects, they will be presented on an individual basis.

Michael Posey moved to approve the Program of Projects, seconded by Robert Jones. The motion was approved by unanimous vote.

e. Approval of Contract Amendment – Veolia Transportation

Libby James stated that this agenda item was briefed in detail at the last Board briefing. The two month extension is necessary to allow the City to fully complete in compliance the RFP solicitation process, and allow for an adequate transition period.

Robert Jones moved to approve the extension, which was seconded by Lawrence Mann. The motion was approved by unanimous vote.

f. Approval of GTA Special Call Meeting – April 8th, 2014

Libby James stated that the special call meeting is necessary so that the approval of the new contract for the current RFP process can be awarded and sent to City Council in a timely manner.

Robert Jones moved to approve the special call meeting which was seconded by Claire Stone. The motion was approved by unanimous vote.

Libby James emphasized the need for a quorum at the Special Called meeting.

Sub-Committee Reports

a. STAC

Lawrence Mann stated that there were no issues at last week's STAC meeting.

b. Legislative Update

There was no report on this matter.

c. Marketing and Communications

Kevin Elwood stated that if the fare and service changes are approved by City Council, there will be aggressive marketing to educate the riders.

Management of Transit Services RFP Update

There was no report on this matter.

General Manager's Report

Burley Wilkins stated that he has been involved in contract negotiations, and the union had been presented with a final offer, and asked to vote on that offer.

* * * * *

Adjournment

There being no further business before the Board, the meeting adjourned at 8:30 p.m.

Respectfully submitted,

Lawrence Mann, Chair
Greensboro Transit Authority

LM/jd-gm



Current Public Records Requests Update April 11, 2014

Date Requested	Requestor	Subject	Status
8/5/2013	Mike Carter	Email Correspondence from 8/1/11 to 8/5/13	GPD and Legal reviewing email search.
1/13/2014	Terra McKee	GPD Crime Analysis Unit Emails from 1/1/12 to 1/13/14	GPD and Legal reviewing email search.
2/4/2014	Terra McKee	City of Greensboro lawsuits	Legal compiling information.
2/14/2014	Paul Clark	Civil Rights Museum Records	Legal reviewing email search.
2/20/2014	Mallory Horne	Email search	Follow-up response sent to requestor on 4/11/2014.
3/5/2014	Jason Huber	Complaint Review Committee info	Staff compiling information.
3/5/2014	George Hartzman	Koury Rain Tax Payments	Legal reviewing the information.
3/14/2014	Earl Jones	Vendor contracts	Staff compiling information.
3/17/2014	George Hartzman	Settlement of claims	Legal reviewing this request.
3/19/2014	Eric Robert	Incentive contract btwn City and Greensboro Parking Group	PIRT admin awaiting response from requestor seeking clarification on follow-up request.
3/24/2014	Jorge Cornell	Request for all public records RE: Jorge Cornell	Staff compiling information.
3/24/2014	Rob Conrad	Request for info RE: Avaap and Tekterra	Legal reviewing email search.
3/25/2014	George Hartzman	DGI executive meeting minutes	Legal reviewing documents.
4/4/2014	George Hartzman	Emails to or from Councilman Mike Barber	Staff compiling information.
4/7/2014	Billy Jones	Requests for emails and texts from Councilman Mike Barber	Staff compiling information.
4/7/2014	Billy Jones	Request for text messages from Councilman Mike Barber	PIRT admin expecting to have response for requestor by 4/14/2014.
4/9/2014	Ben Holder	Additional info RE: Mel's Pressure Washing	Response sent to requestor on 4/11/2014.
4/10/2014	Sidney Gray	Good Repair Ordinance	Staff compiling information.
4/11/2014	Jeff Sykes	Info regarding pressure/power washing services	Staff compiling information.

Closed Public Information Requests

For the Week of April 11, 2014

Tracking Number	Date Requested	Date Closed	Business Days Open	Requestor	Subject
3100	12/12/2013	4/9/2014	16 weeks	George Hartzman	GPAC: Architecture Contract and Cost
3101	12/12/2013	4/9/2014	16 weeks	Billy Jones	GPAC: Architecture Contract and Cost
3315	3/6/2014	4/9/2014	4 weeks 4 days	Eric Robert	City Owned Poles and/or Structures
3349	3/17/2014	4/11/2014	25 days	George Hartzman	Settlement of Claims
3376	3/26/2014	4/11/2014	16 days	Jeff Sykes	Settlement agreement RE: Bostons House of Jazz
3384	3/28/2014	4/8/2014	11 days	Edward Dodson	Request for Info from March 23, 2014
3388	3/31/2014	4/9/2014	9 days	Billy Jones	CPE Email Address
3389	3/31/2014	4/8/2014	8 days	Ben Holder	Documents for Mel's Pressure Washing
3391	4/1/2014	4/9/2014	8 days	Sandra Eller	Policies/Procedures for contracts, grants, Financial documents, etc.
3395	4/3/2014	4/8/2014	5 days	Mujeeb Shah-Khan	Outside Council Legal Fees
3396	4/3/2014	4/7/2014	4 days	Nick Jacobs	Photocopy of Check
3398	4/3/2014	4/7/2014	4 days	Jeff Sykes	Blythe Contract
3401	4/3/2014	4/8/2014	5 days	Billy Jones	Sentencing Alternative Center
3402	4/3/2014	4/8/2014	5 days	Billy Jones	First Tee of the Triad
3403	4/4/2014	4/7/2014	3 days	Troy Zieman	Active Cell Towers
3406	4/7/2014	4/9/2014	2 days	Nicolas Maura	Info: RE: 2211 Meadowview Road
3407	4/7/2014	4/9/2014	2 days	Nicolas Maura	Info: RE: 2302 Meadowview Road
3408	4/7/2014	4/8/2014	1 day	George Hartzman	Documents RE: First Tee of the Triad
3411	4/9/2014	4/9/2014	0 days	George Hartzman	Info Regarding Greensboro Parking Group
3413	4/11/2014	4/10/2014	4/11/2014	George Hartzman	Follow-up questions regarding Greensboro Parking Group

Contact Center Weekly Report Week of 03/31/14 – 04/06/14

Contact Center

4977 calls answered this week

Top 5 calls by area

Water Resources

Balance Inquiry – 861
IVR/Pay by Phone – 328
New Sign up – 177
Cutoff Requests – 112
Cut-on/Same Day – 104

Field Operations

Storm Debris Pickup – 222
Bulk Guidelines – 90
HHW/Landfill – 74
Mattress Collection – 58
Collection Day – 57

All others

Police/Watch Operations – 224
Computer Help Desk – 60
Privilege License – 57
HR/Employment -- 45
Parking Enforcement – 37

Comments

We received a total of **9** comments this week:

Executive – 2 comments:

- Customer was on hold six minutes and was very upset. She said they pay taxes for this service and there is no reason she should call four days in a row and have to wait for 6 minutes.
- Customer is very upset with the hold music. States it makes customers more irate the longer they have to sit and listen to it. Someone should make this change soon.

Field Operations – 6 comments:

- Calling about trash truck. Resident of Churchview Farm complex. Wanted to thank driver for doing a good job. States he emptied the dumpster and some trash flew out. Driver got out and picked up loose trash and even closed gate to dumpster area.
- Caller wanted to thank the debris crew for a job well done. States they did a great job cleaning up all the debris in the area.
- Caller is frustrated by the fact that we still haven't picked up his storm debris when we are pouring money into the Civil Rights Museum. We should be putting more money into storm debris pick up and paying contractors to help out residents instead of paying out money to the Civil Rights Museum. Caller wanted rep to forward message to Nancy Vaughn and everyone in management.
- Caller wants to thank crew for a beautiful job they did picking up the storm debris in their area. States it was a job well done.
- Caller hasn't seen truck in their area yet. Per map, the area is pending. Customer advised that crews are currently working. Appreciates their patience. Customer states the city then needs to be patient with them paying their property taxes.
- Resident not happy with how long it is taking for storm debris cleanup.

Transportation – 1 comment:

- Parking Enforcement compliment – Caller lives in College Hill. Wanted to say thanks for ticketing students who are parking crazy. Just witnessed a parking attendant ticketing people who were making it difficult for residents to find parking spaces.

Overall

Calls about storm debris collection continued to impact our call volume. Calls about employment and for parking enforcement also increased last week. Call volume was busy through the end of the week.



SMALL GROUP MEETINGS 2014

Small Group Meeting Dates & Times	Councilmember Attending	Person Contacted / Department	Subject	Council Notification Date
April 11, 2014	Mayor Nancy Vaughan Councilmember Sharon Hightower	City Manager Jim Westmoreland Assistant City Manager David Parrish	Duke Energy - City / County Discussion of Winter Storms	April 11, 2014