



MEMORANDUM

Date: August 18, 2014

To: GTA Transit Authority Board Members

From: Lawrence Mann, Chair

Re: August Board Meeting

The Transit Authority Board **will hold its monthly Board Meeting on Tuesday August 26, 2014** in the Board Room, 223 West Meadowview Road at 6:00 p.m.

The Transit Authority Board will hold its monthly Board Briefing August 21, 2014 in the Board Room, 223 West Meadowview Road at 5:30 p.m.

If you are unable to attend the meeting, please contact Libby James 373-2820 or Faythe Johnson 373-4178, thank-you.

Attached is a copy of the agenda packet.

A handwritten signature in black ink, appearing to be "L. M.", is written over the typed name "LM:fj".

LM:fj



GTA Board Briefing
August 21, 2014

GTA Boardroom
223 West Meadowview Road
5:30p.m.

- | | | |
|------|--|----------------------------------|
| I. | Call to Order | Lawrence Mann |
| II. | GTA's Go Pass (<i>Smart Card</i>) Policy | George Linney/
Kenny Crawford |
| III. | 2015 GTA Board Retreat | Libby James |
| IV. | Adjournment – The next Board Briefing is scheduled for Thursday, September 18, 2014 at 5:30 pm in the GTA Board Room | |



LISTEN. LEARN. SERVE.

2014 GTA BOARD RETREAT

**February 1, 2014
9:00 AM – 3:00 PM**

Agenda

9:00 AM – 9:30 AM

- | | | |
|-----|---------------------|---------------|
| I. | Welcome | Lawrence Mann |
| II. | Opening Ice Breaker | Kelvin Elwood |

9:30 AM – 12:00 (noon)

- | | | |
|------|---|-------------------|
| III. | Roles and Responsibilities | |
| | a. Board Perspective | Jennifer Fountain |
| | b. Legal Requirements | James Dickens |
| | i. Procurement Rules and Regulations | |
| IV. | State of the Board | Lawrence Mann |
| | a. Sub-Committee Structure | |
| | b. Relationships w/ City Council Members | |
| V. | State of Public Transportation | |
| | a. Staff's Perspective | Libby James |
| | b. Mobility Greensboro Public Transportation
Master Plan | Dan Boyle |
| | c. ADA Service Requirements | Sharon Smiley |
| | d. Contractor's Vision | Burley Wilkins |
| | e. PART's Vision | Scott Rhine |

12:00 PM – 1:00 PM – Lunch (working lunch)

1:00 PM – 3:00 PM

- | | | |
|-------|--|----------------------------------|
| VI. | Funding Responsibilities | |
| | a. Transportation Advisory Committee (TAC) Process | Tyler Meyer |
| | b. Annual City Budget Process | Stephen Carter |
| VII. | Federal and State Grant Programs | Bruce Adams |
| VIII. | FY 2014 & 2015 Budget Issues | Adam Fischer/Bruce/
Dan Boyle |
| IX. | Open Discussion | |



GTA Board Meeting
August 26, 2014

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 | Council Woman
Sharon Hightower |
| IV. | Concerns from the General Public to the City Council | Kevin Elwood |
| V. | Action Item(s) | |
| | A. Approval of Minutes | Lawrence Mann |
| | • June 19, 2014 Board Briefing | |
| | • June 24, 2014 Board Meeting | |
| | B. Approval of GTA's Go Pass (<i>Smart Card</i>) Policy | George Linney/
Kenny Crawford |
| VI. | Sub-Committee Reports | |
| | A. STAC | Lawrence Mann |
| | B. Legislative Update | Libby James |
| | C. Marketing and Communications | Kevin Elwood |
| VII | Public Transportation Manager's Report | Libby James |
| VIII. | General Manager's Report | Burley Wilkins |
| IX. | Discussion/Questions | |
| X. | Informational Item | |
| | A. July 2014 Financial Report | |
| | B. July 2014 SCAT Service Report | |
| | C. July 2014 Fixed Route Report | |
| | D. July 2014 SCAT Complimentary Pass Report | |
| | E. July 2014 Fixed Route Complimentary Pass Report | |
| | F. Year 8 HEAT Report | |

G. State of Public Transportation

- XI. Adjournment The next board meeting is scheduled for Tuesday, September 23, 2014 at 6:00 pm in the GTA Board Room

**GREENSBORO TRANSIT AUTHORITY
GTA OPERATIONS/MAINTENANCE FACILITY & ADMINISTRATIVE OFFICE
BOARD ROOM
223 WEST MEADOWVIEW ROAD
GREENSBORO, NORTH CAROLINA
GTA BRIEFING
JUNE 19, 2014**

AUTHORITY MEMBERS PRESENT

Claire Stone Lawrence Mann
Julie Crowder Dan Collison
Robert Jones

CITY/GTA STAFF PRESENT

Adam Fischer Kevin Elwood
Burley Wilkins Bruce Adams
Sharon Smiley George Linney
James Dickens, Attorney

AUTHORITY MEMBERS EXCUSED

Carol Carter

Also present was Sharon Hightower, City Council liaison.

Call to Order

The Meeting was called to order at 5:32 p.m. by Chair Mann.

Approval of Absences

Chairman Mann stated that Ms. Carter's absence is due to illness.

Ms. Stone moved to excuse the absence of Ms. Carter, seconded by Ms. Crowder. The Board voted 5-0 in favor of the motion. (Ayes: Mann, Stone, Crowder, Collison, Jones. Nays: None.)

Chairman Mann noted changes in the Agenda. He indicated that "Proper Attire Policy-Public Education Campaign" will be deferred until the Tuesday night Board meeting. In addition, "Transporting of Passengers Traveling with a Comfort Animal" will also be moved to the July Board meeting.

Go Pass (Smart Card) Policy

Bruce Adams stated that the GTA Board approved the use of the Smart Card technology at its May 21, 2011 meeting as part of the Fiscal Year 2010-2011 Program of Projects. The item was subsequently presented to the City Council at the July 19, 2011 meeting and was approved.

Smart Card technology is defined as any pocket-sized card with embedded integrated circuits that can be used for providing identification, data storage and multiple application processing.

The GTA plans to implement the Smart Card technology known as the Go Pass, which will be available at both the J. Douglas Galyon Depot's Customer Service Call Center and the GTA Administrative Offices. The Go Pass will be loaded with fare value to pay for rides on both the fixed route and HEAT services, and will be sold in one of the following four categories: Adult, Student (6-18 years), Senior and Disability/Medicaid/Medicare.

The Go Pass is the fastest, easiest and most convenient way to ride GTA. There is no need for cash or exact change and no danger of getting your pass card stuck in the fare box. After tapping the card, the fare will be automatically deducted from the card.

One of the long-term benefits is the elimination of the need for GTA to purchase multi-ride passes, thereby, creating a savings to GTA in printing costs, minimizing the handling of cash, and providing improved tracking methodology. These overall savings can significantly help reduce GTA's budget and enhance GTA's pass program and services.

The implementation date for the Go Pass program is Sunday, October 5, 2014. Initially, GTA will provide the Go Pass to customers free of charge; however, customers will be required to load a minimum of \$2.00 fare value on the card. Beginning January 2, 2015, however, the cost of the Go Pass will be \$5.00 and the customer will be required to load a minimum of \$2.00 fare value.

Prior to implementation of the Go Pass program, staff will initiate a Public Education Campaign for riders at the Depot that includes a one week "hands on" demonstration of the card and a training session that will be conducted with the operators at the September Safety meeting.

Staff is recommending that the Board approve the Go Pass policy with an implementation date of October 5, 2014. The policy staff is asking the Board to approve is as follows: GTA shall offer the Smart Card, referred to as the Go Pass, to a person who is riding both the fixed route bus system and the HEAT services to provide convenience to all riders.

Ms. Stone felt that the \$5.00 replacement fee was high and she asked how much it cost to make the card. Mr. Adams explained that it cost \$1.75 to make the card, and that this price reflects a cheaper rate because 10,000 cards were ordered. Since fewer cards will be ordered in the future, a standard issuing price of \$5.00 was set to avoid the need to increase the price of the card in the future when the purchasing cost will be higher.

A customer receipt with a unique serial number and purchase date will be provided so that if the Go Pass is lost, the value of the card can be transferred over to a new card. Staff noted that the Go Pass has more long-term durability than a standard credit card because it is tapped on the fare box instead of being swiped. Staff plans to create an Excel spread sheet to initially capture the sales associated with the program.

Kevin Elwood presented the marketing campaign for public awareness of the Go Pass program. He reviewed the marketing plan and implementation budget that had been distributed to members. Information about the new Go Pass program will be provided in the City of Greensboro Water Department mailers that go out to 90,000 homes in the area. He is also looking to put up wall posters at libraries, recreation centers, and other locations. The cost for these posters is approximately \$70.00. Most of the marketing for the program will be completed by September 1, 2014 so that the Go Pass can be promoted for thirty days. In addition, posters will be put inside GTA and HEAT buses at a cost of \$300.00. To get the lowest possible cost, all poster items are being produced through the City of Greensboro Print Shop. There are also plans for 1,000 flyers to be printed in English and Spanish containing information on the card. When the cards are purchased they will be attached to a Welcome Card containing information about the pass along with the serial number and purchase date. Mr. Elwood stated that a retractable floor banner will also be used initially at the Depot and then later at other events GTA is involved in. The cost for the banner is \$380.00. Social media will help to get information out, as information will be located on the web page, and there will be decals explaining how to use the pass on the fare box. An instructional video will be produced by GTA to air on the Greensboro Television Network and to be placed on the website and the twitter site. Finally, all customer service agents and staff will be wearing tee shirts promoting the Go Pass. The cost for tee shirts is approximately \$230.00.

The total estimated marketing budget for the Go Pass is \$1,435.00. Mr. Elwood noted that the funds for the marketing campaign are already allocated in the budget.

FY2014 Program of Projects

George Linney stated that the GTA Board approved a revised FY2014 Program of Projects at their last meeting; however, since that time, another program (FTA Section 5316 Job Access Reverse Commute (JARC) of the Moving Ahead for Progress in the 21st Century), has become available. A notice was publicized in the newspaper for the Public Hearing scheduled for July 15, 2014 at 5:30 p.m. at the Melvin Municipal Office Building in the City Council Chambers. The JARC fund is used for capital, planning, or operational expenses and will be going specifically to individuals that utilize transportation systems to and from work. The City is applying for assistance to support the operating expenses through July and August, 2014 associated with the Career Express Service. The Piedmont Area for Regional Transportation (PART) was awarded JARC funding to support operating expenses associated with its Deviated Fixed Route Shuttle Service. The PART agency will implement a new shuttle service in a four quadrant deviated fixed route delivery for employment commuters. The new service will operate from the PART hub at the PTI Airport and Business Park districts of the Triad on weekdays and in coordination to the main line fixed route services that are presently in place. He explained that federal funds for GTA will be \$64,025 with a local match of the same amount. PART has applied for \$500,000 in federal funds and they will have a local match of the same amount. The total federal amount the City of Greensboro will be applying for is \$564,025. Staff clarified that these are not new expenses that are being added to the budget. The funds have already been allocated and can be used following formal procedure and the Public Hearing.

Approval of Memorandum of Understanding with PART—Discounted Fares for Employees of the Triad Transit Systems

Sharon Smiley stated that PART is requesting that GTA enter into an agreement which would provide all transit employees of the Triad Urban Area who have an official employee I.D., free rides on all systems within the applicable service area. Eligible employees would include the operating personnel, maintenance, and administrative staff of Winston Salem Transit Authority, Hi-Tran, PART, and GTA. The purpose of the agreement is to recognize the commitments provided by the employees of the public transit industry and the jobs they perform to represent their respective agencies at the highest level of professionalism. Ms. Smiley stated that all of the agencies, with the exception of GTA, had signed the agreement. It is unknown at this point how much revenue will be lost through the discounted fares; however, staff would provide an estimation of lost revenue at Tuesday's board meeting.

Dan Collison asked if there were any tax benefits associated with the agreement and if it was seen as a job benefit. Sharon Smiley explained that the City of Greensboro currently subsidizes transit passes for all city employees that wish to access the GTA service. Adam Fischer stated that the transit pass is a benefit through City Council and coincides with a parking benefit. He thought that the employee benefit was taxed; however, advised that staff would look further into the matter.

Bar Construction Appeal—Good Faith Efforts DBE (Disadvantaged Business Enterprise) Goal

Sharon Smiley stated that this item is in reference to the Depot Parking Lighting Project Upgrades. At last month's briefing, staff updated the Board on the bids for the J. Douglas Galyon Depot Lighting Upgrades project that were received on Wednesday, May 21, which included a base bid for the replacement of the fixtures and fixture head assemblies for the globe Solera exterior pole and wall mounted fixtures and one alternate bid that includes the replacement of similar pole mounted fixtures as located on the west side of the site.

A total of three bids were received from the following firms: Bar Construction, Inc.; H. M. Kern Corporation; and M.W. Electrical, Inc.

The apparent low bidder, Bar Construction, Inc., submitted a bid in the amount of \$94,100 with a 0% DBE participation. H. M. Kern had a bid of \$124,400 with 0% DBE participation; and M. W. Electric, Inc. had a bid of \$118,707 with a 50% DBE participation.

Since the apparent low bidder had 0% DBE participation, a Good Faith Committee, consisting of representatives from GDOT, Veolia Transportation and PART, met on Tuesday, May 27, to review the Good Faith Documentation provided by Bar Construction, Inc. Based on the documentation submitted, the committee determined that the Good Faith Documentation submitted by Bar Construction Company did not adequately document the firm's good faith efforts to solicit DBE firms for this project. A copy of the correspondence detailing the findings of fact made by the committee is, herein, attached and incorporated by reference.

On May 30, 2014 Mike Schultz, Bar Construction, Inc., appealed the committee's decision to reject the lowest apparent bidder and award the contract to the second lowest and responsive bidder, M.W. Electric, Inc. with a total bid of \$118,707 and a DBE participation of 50%. Ms. Smiley stated that Adam Fischer, the DBE Liaison Officer, is currently reviewing the appeal and supporting documentation, and will be updating the Board on his decision. It should be noted that eligible funds to support the project expenses are currently budgeted in the amount of \$118,907 and the second lowest responsive bidder is within budget.

Adam Fischer stated that an appeal of the determination of the Good Faith Committee was received from Bar Construction on June 11, 2014. Mr. Fischer reported that evaluation of the appeal is still in progress.

Chair Mann commended Counsel Dickens for his presentation to City Council several weeks ago when contractors bid on transportation.

City Councilwoman Sharon Hightower expressed concern regarding the education piece for people who bid on contracts. She asked if bidders were made aware of federal requirements for DBE. Sharon Smiley stated that staff attends the pre-bid meetings where DBE requirements are discussed in detail. Requirements are shared with potential bidders before the bids are submitted. Staff attends the bid openings as well. Mr. Fischer stated that GTA follows a little different process than the City. They follow federal guidelines because federal funds are received.

City Councilwoman Hightower also commended Counsel Dickens on his earlier presentation to City Council. In addition, she commended the Evaluation and Selection Committee, and indicated that she was pleased with the way the process works.

Burley Wilkins commented that staff has learned a lot through the process and they are looking at innovative ways to go into contracts to show the City they are willing to address needs relating to financial issues.

Robert Jones addressed the issue of education for bidders and described a day-long seminar he attended in the past that provided education and insight on how to become involved with government contracting.

City Councilwoman Hightower informed the Board that a Best Practices Educational Seminar will be held next Thursday at N. C. A&T State University. She stated her position that DBE and MWBE (Minority

and Women-Owned Business Enterprise) participation *must* be included in a bid, or it will be rejected by City Council.

Adjournment

There being no further business before the Board at this Briefing, the meeting adjourned at 6:20 p.m.

Respectfully submitted,



Lawrence Mann, Chair
Greensboro Transit Authority

LM/sm:jd

**GREENSBORO TRANSIT AUTHORITY
GTA OPERATIONS/MAINTENANCE FACILITY & ADMINISTRATIVE OFFICE
BOARD ROOM
223 WEST MEADOWVIEW ROAD
GREENSBORO, NORTH CAROLINA
GTA REGULAR MEETING
JUNE 24, 2014**

AUTHORITY MEMBERS PRESENT

Lawrence Mann Julie Crowder
Claire Stone Michael Posey
Robert Jones Dan Collison

CITY/GTA STAFF PRESENT

Libby James Kevin Elwood
Burley Wilkins George Linney
Christine Woznac Bruce Adams
Sharon Smiley Donna Woodson
Terri Jones, Legal

AUTHORITY MEMBERS EXCUSED

Carol Carter

Also present was Sharon Hightower, City Council Liaison

Call to Order

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

Speakers from the Floor

None.

City Council Liaison Report

Councilwoman Sharon Hightower stated that it was just announced that Paul McCartney will be performing at the Greensboro Coliseum on October 30, 2014. She indicated that City Council recently approved the contract for Veolia for another year. In addition, the budget passed at Council's last meeting and Veolia was given a two-month extension so that the contract will begin September 1, 2014. The next City Council meeting will be held on July 15, 2014.

Councilwoman Hightower plans to talk to Mr. Fischer about doing a Feasibility Study in the future on the bus system. She would like to look at different ways to run the bus routes and make improvements along the way.

Concerns from the General Public to the City Council

Kevin Elwood stated that Greensboro City Council met on June 3rd and June 17th. During the June 3rd meeting Aessa Stevens and Jason Stevens spoke to the Council, on behalf of son, Jason, regarding being asked to come in because of a disruptive passenger incident.

Libby James provided an update on concerns from the Stevens family about the incident involving their son on the SCAT van. This individual has autism and initially, the interpretation of what Ms. Stevens said was that her son, Jason, was being taken off SCAT service because of his disability. That was not the case and Ms. James explained that the son had been disruptive when the SCAT van came to pick him up to the point where it was unsafe to transport him in the van at that time. His father was called to pick

him up. Staff met with the father the following week to clarify the mother's concerns that she expressed to City Council. He indicated that his wife wanted to communicate to City Council that she felt the SCAT service could not meet his specialized transportation needs. Because of his disability there would be times when he would act out unexpectedly. During these times it was understood he would need to have a monitor on the van to monitor his behavior or he may even need to be restrained. The father understood that SCAT is not in the position to provide that level of specialized transportation. He indicated that his wife plans to submit a letter to City Council describing her concerns and that the Greensboro community needs to look at providing specialized transportation for persons who have autism. Staff suggested that Medicaid transportation, through a private provider, can offer that type of assistance to individuals who may need to be restrained. The father stated that he had used one or two of the private providers and the quality of service was not up to standard, which was why he discontinued using them. Staff also suggested that the father contact the NC Department of Transportation, Public Transportation Division, to determine if they had some other alternatives.

Councilwoman Hightower commented that City Council may ask Ms. James to follow up with clarification. She noted that GTA is providing good service and they are sensitive to the needs of those with challenges as well as everyday citizens.

Action Items:

Approval of Minutes of the May 22, 2014 Board Briefing and May 28, 2014 Board Meeting.

Julie Crowder moved approval of both meeting minutes, seconded by Claire Stone. The Board voted unanimously in favor of the motion.

Approval of FY 2014-2015 Program of Projects (revised)

George Linney presented the revisions to the Program of Projects for 2014-2015 as had been presented at last Thursday's briefing. He indicated that the City of Greensboro is planning to apply for FTA funds with Section 5316 Job Access Reverse Commute (JARC) in the amount of \$64,025. A sub-recipient of PART is also applying for \$500,000 of federal funds. These funds will be used for operating assistance for Career Express during the months of July and August, 2014. In September 2014, PART plans to take over Career Express, and would like to use this allocation to fund the Career Express once they take over the system. The Public Hearing at City Council will be held on July 17, 2014, and City Council will be asked to adopt a resolution to start the process. It is a preliminary part of the process for the Board to first adopt the action and move forward toward with the application.

Julie Crowder moved to adopt the action, seconded by Michael Posey. The Board voted unanimously in favor of the motion.

Approval of Go Pass (Smart Card) Policy

Bruce Adams stated that members are in receipt of background information on the Go Pass policy that GTA is proposing to implement on October 5, 2014 along with a copy of the policy and implementation procedures being requested for approval. The Go Pass policy presents another form of payment that will enable users to pay for their fixed-route services.

Claire Stone asked if changes could be made following approval of the request. She commented that her biggest concern was the \$5.00 replacement card, and she felt a profit should not be made from

someone losing their card. Bruce Adams stated that this was the initial recommendation of staff; however, the Board could certainly make changes to the policy.

Councilwoman Hightower also expressed concern with the \$5.00 replacement card fee. Mr. Adams said that the card will be free during the three-month promotional period; however, following that period, all cards will cost \$5.00 with a minimum loaded fare value of \$2.00. Purchase of the card is currently optional. Kevin Elwood pointed out the \$5.00 fee will give riders an incentive to hold on to the card and as long as they don't lose the card, they won't have to pay the fee. The card currently costs GTA only \$1.75 to make because a total of 10,000 cards were initially ordered. The more cards that are ordered, the cheaper they are. It will cost more to make the card when the second order is placed. The \$5.00 charge allows staff to not have to keep coming back to the Board to adjust the pricing. Councilwoman Hightower questioned the ability to sell a \$5.00 card when riders are already concerned about increases in fares. Robert Jones agreed that a \$5.00 fee was too high and felt a lower fee should initially be charged. Libby James pointed out that the advantage to the rider in the long term is that instead of coming to the Depot to load money onto the card, additional value can be loaded on the bus. Members asked staff for the amount of money that the City would save by moving from paper towards plastic. Mr. Adams indicated he would provide the information. Councilwoman Hightower stated that she would like to see a better way of marketing this to riders, and to offer a reduced price for the card initially understanding that an increase to \$5.00 may be necessary in the future. It was suggested that the action be tabled until the next meeting to allow for further conversation on the matter.

Michael Posey moved to table the Go Pass item until the July 2014 meeting, seconded by Julie Crowder. The Board voted unanimously in favor of the motion.

Approval of Memorandum of Understanding with PART-Discounted Fares for Employees of the Triad Transit System

Sharon Smiley briefed the board on the request that came from PART for GTA to enter into a Memorandum of Agreement that will provide all transit employees of the Triad Urban Area free rides on all systems within the applicable service areas. The participating transit agencies include Hi-Tran, GTA, WSTA, and PART. Eligible employees would need an employee I. D. and would include all operating personnel, maintenance, and administrative staff of each of the respective transit agencies. The purpose of the agreement is to recognize the commitments provided by the employees of the public transit industry and the jobs they perform to represent their respective agencies at the highest level of professionalism. At the briefing, Dan Collison questioned the potential revenue loss associated with the agreement. In response to the concern, staff looked at the total number of transit employees from each of the respective systems living outside of their service areas that could potentially benefit from the agreement. Then they multiplied that number by 225 weekdays per year to get the total number of trips that would be provided on a yearly basis. The total number of trips came to 56,610 trips. Staff then multiplied the total number of trips provided each year by the base fare to get the potential revenue loss per year. Staff determined that the maximum potential revenue loss would be approximately \$84,915. Currently, there is only one GTA employee using the PART service to travel into Greensboro and one PART employee who uses PART to travel to Winston Salem. According to Mr. David Morris of PART, utilization has been very low since implementing the agreement in April with two of the participating transit agencies, and revenue loss has been very minimal. Staff is recommending approval of the Memorandum of Agreement.

Responding to a question from Councilwoman Hightower, Sharon Smiley explained that PART is requesting that all the transit employees from WSTA, Hi-Tran, PART, and GTA be allowed to ride each of its agencies free of charge and that the program would impact transit employees only. It was further mentioned that the City of Greensboro has a similar program for all City employees that subsidize employee transit fares and parking.

Robert Jones pointed out that even though this is an incentive for the contributions made by transit employees, there are many people who work within the City of Greensboro whose contributions are no less valuable. He questioned the fairness of the proposal.

Claire Stone encouraged members to support the request in an effort to improve ridership and regional cooperation. She noted that the projected worst case scenario for revenue loss is minimal.

Claire Stone moved approval of the Memorandum of Agreement, seconded by Julie Crowder. The Board voted 4-2 in favor of the motion. (Ayes: Mann, Stone, Posey, Crowder. Nays: Collison, Jones.)

Contract Award Recommendation—M.W. Electrical, Inc.

Sharon Smiley stated that on May 21, a total of three bids, which included a base bid for the replacement of the fixtures and fixture head assemblies for the globe Solera exterior pole and wall mounted fixtures, and one alternate bid that includes the replacement of similar pole mounted fixtures as located on the west side of the site, were received from the following companies: Bar Construction, Inc.; H.M. Kern Corporation; and M.W. Electrical, Inc.

The apparent low bidder with a total bid in the amount of \$94,100 was Bar Construction, Inc. in the amount of \$94,100 with a 0% DBE participation. H. M. Kern had a bid of \$124,400 with 0% DBE participation; and M. W. Electric, Inc. had a bid of \$118,707 with a 50% DBE participation.

Since the apparent low bidder had 0% DBE participation, a Good Faith Committee, consisting of representatives from GDOT, Veolia Transportation and PART, met on Tuesday, May 27, to review the Good Faith Documentation provided by Bar Construction, Inc. Based on the documentation submitted, the committee determined that the Good Faith Documentation submitted by Bar Construction Company did not adequately document the firm's good faith efforts to solicit DBE firms for this project. A copy of the correspondence detailing the findings of fact is, herein, attached and incorporated by reference.

On May 30, Mike Schultz of Bar Construction, appealed the Committee's decision to reject their bid and award the contract to the second lowest and responsive bidder, M.W. Electric, Inc. with a total bid of \$118,707 and a DBE participation of 50%. Adam Fischer, the DBE Liaison Officer, heard the appeal. Based on his review of the Good Faith Documentation provided by Bar Construction, the committee's decision to reject the lowest apparent bid for the reasons cited was upheld. He recommended the contract be awarded to the second lowest responsive bidder, M. W. Electric, Inc. with a bid of \$118,707 and a DBE participation rate of 50%. It should be noted that eligible funds to support the project expenses are currently budgeted in the amount of \$118,907, and the second lowest responsive bidder is within budget. If approved, the project will be effective immediately.

Councilwoman Hightower asked if there was a reason that Bar Construction and H. M. Kern Corporation did not have DBE participation but M. W. Electrical, Inc. had 50%. Ms. Smiley explained that M. W. Electrical is a licensed DBE electrical contractor and their firm counts toward DBE participation. Bruce Adams stated further that half of their budget will go toward installation with the remaining half toward buying the necessary materials. The company will be providing paperwork showing the breakdown of allocations.

Claire Stone moved to approve the contract awarded to M. W. Electric, Inc., seconded by Dan Collison. The board voted 4-2 in favor of the motion. (Ayes: Mann, Stone, Crowder, Collison. Nays: Jones, Posey.)

Sub-Committee Reports

STAC

Chairman Mann stated that the STAC Committee held a meeting earlier in the week. There were only four riders present and no concerns were voiced at the meeting.

Sharon Smiley indicated that at the meeting, Claire Stone did raise the concept of having a regional call center and felt this would prove to be more cost effective.

In response, Sharon Smiley provided a copy of an Executive Summary that had been provided by Clear View Strategies, a consultant hired in 2010 by GTA to conduct an overview of the paratransit scheduling process for their Specialized Community Area Transportation (SCAT) service. A copy of the summary is attached and herein incorporated by reference. At the time of the study, the paratransit scheduling process was performed by three separate entities, GTA, the Guilford County Transportation Department, and ATC/Vancom, the private contractor that, at the time, operated the service for GTA. The following conclusions were drawn:

- The physical set up of the reservation office is not traditional for call center operations. (At the time the call center was set up in Guilford County and they were in a really small space.)
- The telephone equipment and some of the paperwork processes used in the reservation function needed updating.
- Mobility Master Software was, at the time, being used to schedule the service; however, many of the features of this program were either underutilized or not active which severely limited reporting and monitoring capabilities.
- GTA had no control over the pre-service reservation and scheduling process, and yet was completely responsible for the resources required to provide this service.
- Communication between and among the parties involved in this process needed to be improved. There were no formal communication mechanisms set up and the information sharing was minimal.
- The distribution of work associated with the paratransit scheduling process was, reportedly, out of balance with the level of responsibility/accountability at each entity.

From the research and observations done for this study and through past experience in this type of work, they concluded that the optimum solution to the issues was to relocate the reservation and scheduling functions back to GTA.

Sharon Smiley noted that the effectiveness and efficiency of a regional call center is heavily dependent upon the standardization of ADA eligibility requirements and service policies. She offered that the entire study can be made available to members upon request.

There was discussion regarding the call system that exists in the Raleigh, Chapel Hill, and Durham, North Carolina areas. Claire Stone expressed an interest in details of the system such as how the system works, if it is efficient, and if there is any lost money. It was pointed out that the regional call center that exists in the Triangle area is all ADA service. Ms. Stone expressed that in the three ADA systems of the cities that are nearby, fixed route and the ADA service should overlap in some way.

Fixed Route Service Evaluation Committee

George Linney reported that the quarterly meeting of the Rider Advisory Panel and Service Evaluation Committee was held on June 9, 2014. The combined Committee meets on a quarterly basis. In addition to Mr. Linney, those present at the meeting included Kevin Elwood, GDOT staff; Donna Woodson, GTA staff; four Rider Advisory Committee members and one rider from the public.

Mr. Linney read the Minutes to the meeting into the record, a copy of which is herein attached and incorporated by reference.

Legislative Update

Libby James stated that more than 135 public transit systems, including the Greensboro Transit Authority, participated in the 9th annual National Dump the Pump Day on Thursday, June 19, 2014. Sponsored by the American Public Transportation Association (APTA), in partnership with the Sierra Club and the Natural Resource Defense Council (NRDC), this national public awareness day encourages people to save money by using public transit instead of driving; shows the importance of public transportation to communities; and underlies the environmental and energy benefits that come from public transportation.

The Burlington City Council recently voted in favor of public transportation. The two logistical items claiming the City's immediate focus are 1) the issue of governance, and 2) whether the system will extend outside of the corporate limits. This will be a great service to the citizens and will help Burlington grow in population as well as economic development. Both Gibsonville and Mebane will be a part of the service area. The City of Graham and Haw River has opted not to participate; however, the system more than likely will still serve important Graham areas. Many steps are ahead as Burlington gears up for public transportation.

Last week, the Senate began floor debate on a package of three appropriations bills aimed at expending their consideration. Sometimes referred to as a "minibus," the appropriations package contains the FY2015 Transportation, Housing and Urban Development, and Related Agencies (THUD) Appropriations Bill, as well as Drug Administration, and Related Agencies Appropriations Bills.

As of this week, Senate leaders were unable to reach agreement on amendments to be considered. As a result, further consideration of the bill is on hold until an agreement can be reached. To date, only one public transportation related amendment has been offered. Senator Chis Coons has offered an amendment to increase funding for Amtrak from \$1.39 billion to \$1.62 billion in FY15. Additional amendments may still be offered by Senators.

Senator Chris Murphy and Senator Bob Corker have jointly released a proposal for increasing federal motor fuels taxes that are deposited into the Highway Trust Fund. The Senator's proposal would increase both the federal gasoline and diesel taxes by six cents, in each of the next two years, for a total increase of 12 cents. The proposal would then index these taxes to inflation, using the Consumer Price Index. Finally, to alleviate concerns over raising taxes, the additional revenue raised for the Highway Trust Fund would be offset in other areas. The proposal suggests permanently extending popular tax cuts found in the "tax extenders" legislation, while the sponsors have indicated they are open to other ideas for offsetting tax relief that could receive bipartisan support.

Marketing and Communications

Kevin Elwood stated that GTA is in the process of participating in the 9th annual National Dump the Pump Day. This year there will be a scavenger hunt to promote Dump the Pump day. The scavenger hunt is in progress and runs from June 19th through July 3, 2014. The event is specifically called the Dump the Pump, Try the Bus, Save Some Cash, Reduce Traffic Congestion, Commute with Ease, Save Our Air and Get Swag Scavenger Hunt. The purpose of the event is to bring attention using public transportation. Prize packs have been hidden all over the City along GTA bus routes. Each day a new

clue is released for that day's prize. Mr. Elwood thanked the sponsors who provided the prizes including Veolia Transportation, Greensboro Coliseum, Snyder Fleet Solutions, Napa Auto Parts, Minute Magic Printing, Greensboro Science Center, and Revolution Decal.

Kevin Elwood stated that staff, by direction of the Board and City Council, is also working on a marketing campaign intended to address the proper attire of riders when using GTA. The campaign is based on the Proper Attire Policy which was recently approved by the GTA Board. The first part of the campaign will start with bus decals that will be affixed to every GTA HEAT and SCAT vehicle. Every bus in every GTA area will be designated as a "pull them up" zone. The full policy is available at RideGTA.com. Violators will be asked to adjust their clothing or leave the property. The decals will contain a QR code that will be activated so that persons with smart phones can scan and go directly to the policy for proper attire. Interior posters will also be posted on all buses. In addition, the talking bus feature will be used with announcements concerning the changes. Customer service agents will be making live announcements at the Depot when buses arrive and depart, alerting riders that there must be proper attire when boarding the buses. Messages will be sent out through social media and the SCAT Connect website. Finally, Mr. Elwood stated that he will be working with Public Affairs to craft a media release.

Michael Posey pointed out that consistency will be necessary for the policy to be effective. He suggested that training be provided for bus drivers to ensure enforcement of the policy. Ms. Woodson stated that training for bus drivers is a critical piece of the plan and training will be provided. Mr. Wilkins indicated that the policy will be addressed at the next safety meeting. Ms. Woodson agreed that consistency is crucial for enforcement as there will likely be some backlash to the policy.

Councilwoman Hightower said that although it is a sensitive subject, she was supportive of the policy because some sort of standard is necessary. She pointed out that similar policies are in effect in other places and have been successful. She has received more support for the policy from the community than backlash and noted that the policy is universal and is not intended to single out anybody. City Council is supportive of the policy as well.

Public Transportation Manager

Libby James reported to the Board several months ago that the City of Greensboro/GTA has again been selected to be a sponsor for the FY2014 NCDOT Public Transportation Division Apprenticeship and Internship Program. As a sponsor, the City will receive 90% funding for \$29,188 to support this position for one year with the GTA providing \$3,244 that has already been appropriated in the budget to support this project. The new apprentice has been selected and her name is Paige Anderson. She is due to report to work on July 1st at 8:00 a.m. Ms. Anderson will be present at the next GTA meeting at which time she will be formally introduced.

Libby James stated that written notification has been received from the Secretary of Transportation about the Highway Trust Fund shortfall. The mass transit account is projected to fall below the \$1 million cash balance by the end of December if additional revenues are not made available. The FTA notified grantees today that this deficit may result in federal reimbursements being delayed to grantees. The FTA will advise grantees of actions that will be taken in the coming months if Congress does not take action to replenish the Highway Trust Fund. This is critical for GTA because approximately 22% or \$4.6 million dollars in federal operating funding is used to support GTA's annual budget. Staff will continue to keep the Board updated on this issue.

General Manager's Report

Burley Wilkins reported on a recent incident involving a bus operator on Route #10. The operator got into a confrontation with a passenger at Huffine Road and Bessemer Avenue. The operator indicated that the passenger attempted to board the bus and was advised that a shirt was required to ride the bus. The passenger put his shirt on backwards and the operator asked him to put the shirt back on and

button it up to be in appropriate attire. The passenger was frustrated but complied with the operator and sat in the rear of the bus. The operator noticed that the passenger was drinking alcohol and called the dispatcher who informed the operator to pull over. A supervisor and a policeman were dispatched to the bus. In the meantime, the passenger wanted to get off of the bus but was informed by the operator that he had to remain on the bus. Following demands by the passenger to leave the bus, the operator and passenger got into a fight. Pictures and a video of the incident were taken by passengers on the bus that were eventually put on Facebook. Mr. Wilkins notified the corporate office who asked that the pictures be deleted from Facebook. Mr. Wilkins felt the incident could have been handled a little differently and they are in the process of reviewing the policy regarding disruptive passengers. Responding to questions, Mr. Wilkins stated that the bus driver is okay and is back at work. Ms. Woodson said that the driver was out of work for several days due to pain under minimal care. There was a miscommunication between the Road Supervisor and the operator that led to the operator to not allow the passenger to get off the bus. However, they recognize that a passenger must be allowed to get off the bus when they request to do so. It was miscommunication in the isolated incident, not the policy, that led to the passenger not being allowed to leave the bus. Going forward, they will be addressing policy to give specific guidelines for operators to take when a passenger becomes violent. In the policy revision, once an incident happens the driver is to pull over to a safe location and open the door which will free the passenger to leave the bus. If they do not take the option to leave, the police will be called to ensure the safety of riders. The bus operator has met with the Safety Director for training and understands his role as the operator and what should be done if the situation occurs again. All other operators and supervisors will receive the same training at next week's safety meeting.

Discussion/Questions

Claire Stone stated that the SCAT Riders Guide is available online but not in a text-only version. She asked for a text-only version online for individuals who are blind.

Claire Stone asked staff if new members could have the useful information given out at the last retreat. Libby James commented that there are many new members and staff is planning at least a half-day retreat where updated information will be distributed to everybody.

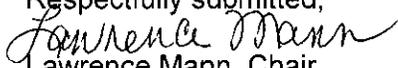
Dan Collison noted that there is some information missing in the agenda packets. He asked that last minute information be emailed to members in advance of the meetings.

The Board welcomed the new City of Greensboro Assistant Attorney, Terri Jones.

Chair Mann stated that the next Board meeting is scheduled for Tuesday, July 22, 2014 at 6:00 p.m. in the GTA Board Room.

Adjournment

There being no further business before the Board, the meeting adjourned at 7:43 p.m.

Respectfully submitted,

Lawrence Mann, Chair
Greensboro Transit Authority

LM/sm:jd

City of Greensboro
Greensboro Transit Authority
Budget (Modified Accrual Basis) and Actual
For July 31, 2014

	Encumbrances	Revenues/Expenditures		Total Revenues & Encumbrances & Expenditures	Appropriations	Unencumbered Balance
		Month to Date	Year to Date			
Operating Revenues:						
Transportation Fares Fixed Route	\$	145,149	\$ 145,149	\$ 145,149	\$ 1,724,000	\$ (1,578,851)
Transportation Fares ADA		89,803	89,803	89,803	1,002,000	(912,197)
Total Operating Revenues		<u>234,952</u>	<u>234,952</u>	<u>234,952</u>	<u>2,726,000</u>	<u>(2,491,048)</u>
Non-Operating Revenues:						
Ad Valorem Taxes		7,593,360	7,593,360	7,593,360	8,326,000	(732,640)
Ad Valorem Taxes-Interest		2,562	2,562	2,562	5,000	(2,438)
Interest Earned-Investments		6,253	6,253	6,253	82,000	(82,000)
Motor Vehicle Licenses		4,899	4,899	4,899	1,265,025	(1,258,772)
Vending Machine Commission		5,448	5,448	5,448	26,000	(21,101)
Advertising Display		620	620	620	7,400	5,448
Metered Lot - Depot						(6,780)
Special Events						
Federal Grant					4,827,256	(4,827,256)
State Grant					1,681,975	(1,681,975)
All Other Revenue		1,390,860	1,390,860	1,390,860	4,289,397	(2,898,537)
Duke Power Note Principal & Interest		83,984	83,984	83,984	1,500,000	(1,416,016)
Transfer from Public Transportation Bond Fund						
Total Non-Operating Revenue		<u>9,087,986</u>	<u>9,087,986</u>	<u>9,087,986</u>	<u>22,010,053</u>	<u>(12,922,067)</u>
Total Revenues		<u>9,322,938</u>	<u>9,322,938</u>	<u>9,322,938</u>	<u>24,736,053</u>	<u>(15,413,115)</u>
Expenditures and Encumbrances:						
Wages & Benefits		56,452	56,452	56,452	710,019	653,567
Consultant Services	27,205	5,324	5,324	32,528	30,111	(2,417)
Professional Service - Security	23,400	13,152	13,152	36,552	151,200	114,648
Outside Publishing & Printing	3			3	120,003	120,000
Desktop Services	2,539	10,687	10,687	10,687	122,000	111,313
Maintenance & Other Operational	147,333	107,328	107,328	257,201	1,065,572	808,371
Fixed Route Service	1,692,772	1,960,650	1,960,650	3,653,422	14,327,571	10,674,149
Van Service-Elderly & Handicapped	855,919	1,081,972	1,081,972	1,937,891	7,408,601	5,470,710
Multi-Modal Center						
J Douglas Gaylor Depot	77,314	62,108	62,108	139,422	945,702	806,280
Transfer to Street & Sidewalk						
Transfer to State & Federal Grants					21,075	21,075
Transfer to GTA Planning		3,244	3,244	3,244	700,000	696,756
Total Expenditures and Encumbrances	<u>2,826,484</u>	<u>3,300,918</u>	<u>3,300,918</u>	<u>6,127,402</u>	<u>25,601,854</u>	<u>19,474,452</u>
Excess of Revenues Over (Under) Expenditures and Encumbrances		<u>6,022,021</u>	<u>6,022,021</u>	<u>3,195,536</u>	<u>(865,801)</u>	<u>4,061,337</u>
Appropriated Fund Balance - Encumbrances		865,801	865,801	865,801	865,801	
Excess of Revenues Over (Under) Expenditures	\$	<u>6,887,822</u>	<u>6,887,822</u>	<u>4,061,337</u>	\$	<u>4,061,337</u>

GREENSBORO TRANSIT AUTHORITY - July 2014 FIXED-ROUTE OPERATING STATISTICS

July-14	Jul 2014	June 2014	Jul vs Jun 2014 vs 2014	Jul 2013	2014 vs 2013 Jul	2015 FY-T-D	2014 FY-T-D	PERCENT CHANGE
WEEKDAY RIDERSHIP	254,633	246,989	3.09%	260,484	-2.25%	254,633	260,484	-2.25%
WEEKDAY EVENING RIDERSHIP	31,124	28,909	7.66%	30,977	0.47%	31,124	30,977	0.47%
SATURDAY RIDERSHIP	30,288	25,385	19.31%	29,658	2.12%	30,288	29,658	2.12%
SATURDAY EVENING RIDERSHIP	5,467	4,641	17.80%	5,124	6.69%	5,467	5,124	6.69%
SUNDAY RIDERSHIP	10,982	13,862	-20.78%	11,454	-4.12%	10,982	11,454	-4.12%
EXTRA VEHICLES	3,653	4,227	-13.58%	2,412	51.45%	3,653	2,412	51.45%
TOTAL RIDERSHIP	336,147	324,013	3.74%	340,109	-1.16%	336,147	340,109	-1.16%
TOTAL REVENUE HOURS	13,041	12,377	5.36%	12,967	0.57%	13,041	12,967	0.57%
PASSENGER/REVENUE HOUR	25.78	26.18	-1.54%	26.23	-1.73%	25.78	26.23	-1.73%
TOTAL REVENUE MILES	171,553	163,114	5.17%	170,518	0.61%	171,553	170,518	0.61%
PASSENGER/REVENUE MILE	1.96	1.99	-1.36%	1.99	-1.76%	1.96	1.99	-1.76%
AVERAGE FARE	\$ 0.61	\$ 0.59	4.11%	\$ 0.59	4.71%	\$ 0.61	\$ 0.59	4.71%
COST PER HOUR	\$ 58.44	\$ 65.30	-10.51%	\$ 65.39	-10.63%	\$ 58.44	\$ 65.39	-10.63%
COST PER MILE	\$ 4.44	\$ 4.96	-10.35%	\$ 4.97	-10.66%	\$ 4.44	\$ 4.97	-10.66%
COST PER PASSENGER	\$ 2.27	\$ 2.49	-9.12%	\$ 2.49	-9.06%	\$ 2.27	\$ 2.49	-9.06%
TOTAL FR COST OF SERVICE	\$ 762,075.48	\$ 808,260.58	-5.71%	\$ 847,900.80	-10.12%	\$ 762,075.48	\$ 847,900.80	-10.12%
FAREBOX REVENUE	\$ 140,845.78	\$ 134,402.22	4.79%	\$ 137,112.50	2.72%	\$ 140,845.78	\$ 137,112.50	2.72%
PASS SALES	\$ 65,266.75	\$ 56,432.60	15.65%	\$ 62,056.00	5.17%	\$ 65,266.75	\$ 62,056.00	5.17%
TOTAL REVENUE	\$ 206,112.53	\$ 190,834.82	8.01%	\$ 199,168.50	3.49%	\$ 206,112.53	\$ 199,168.50	3.49%
% OF RECOVERY BY FARES	27.05%	23.61%	14.55%	23.49%	15.14%	27.05%	23.49%	15.14%
NUMBER OF WEEKDAYS	22	22	0.00%	22	0.00%	22	22	0.00%
NUMBER OF SATURDAY	5	5	0.00%	5	0.00%	5	5	0.00%
NUMBER OF SUNDAYS	4	4	0.00%	4	0.00%	4	4	0.00%
NUMBER OF HOLIDAYS	0	0	0	0	0.00%	0	0	#DIV/0!

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**SCAT COMBINED SERVICE FINANCIAL HIGHLIGHTS
YEARLY COMPARISON**

Description	July-14	2014-July	July 15 vs. July 14	2015 FY-T-D	2014 FY-T-D	% Change
Total Passenger Trips	17,449	15,981	9.19%	17,449	15,981	9.19%
Cost per Passenger Trip	\$24.45	\$30.12	-18.82%	\$24.45	\$30.12	-18.82%
Total Fare Revenue	\$21,839	\$20,281	7.68%	\$21,839	\$20,281	7.68%
Cash Fare Revenue	\$5,097	\$4,549	12.05%	\$5,097	\$4,549	12.05%
% Fare Recovery	5.12%	4.21%	21.62%	5.12%	4.21%	21.62%
Pass Sales	\$16,742	\$15,732	6.42%	\$16,742	\$15,732	6.42%
Monthly Operating Cost	\$426,553	\$481,413	-11.40%	\$426,553	\$481,413	-11.40%
Total Vehicle Hours	8,400	8,021	4.73%	8,400	8,021	4.73%
Cost per Hour	\$50.78	\$60.02	-15.39%	\$50.78	\$60.02	-15.39%
Total Vehicle Miles	129,546	121,668	6.47%	129,546	121,668	6.47%
Average Cost per Mile	\$3.29	\$3.96	-16.92%	\$3.29	\$3.96	-16.92%
Budgeted Operating Cost	\$479,617	\$461,817				
Actual Operating Cost	\$426,553	\$481,413				
Budgeted vs. Actual	-11.06%	4.24%				

JULY 2014

**SCAT COMBINED TRIP HIGHLIGHTS
YEARLY COMPARISON**

Description	Jul-14	13-Jul	July 14 vs. July 13	2015 FY-T-D	2014 FY-T-D	% Change
PX Trips Provided	17,449	15,981	9.19%	17,449	15,981	9.19%
Passenger Trips/Hr.	2.08	1.99	4.52%	2.08	1.99	4.52%
Scheduled Trips	23,980	21,675	10.63%	23,980	21,675	10.63%
*No-Show Occurrences	230	137	***	***	***	***
*Late Cancellations	679	551	***	***	***	***
*Cancel at Door	373	195	***	***	***	***
Total Cancellations	6,265	5,526		6,265	5,526	
Same Day Cancel	1,923	2,100		1,923	2,100	
Advance Cancel	3,044	2,456		3,044	2,456	
*Figure represents Chargeable Trips Only						
Total Vehicle Hours	8,400	8,021	4.73%	8,400	8,021	4.73%
Budgeted Vehicle Hrs	8,102	7,528				
Budgeted vs. Actual	3.68%	6.55%				
Total Revenue Miles	129,546	121,668	6.47%	129,546	121,668	6.47%
On Time Performance	97.80%	96.72%	1.12%	97.80%	96.72%	1.12%
Description	% Trips '14	%Trips '13				
*Late CX Rate	2.83%	2.54%				
*No-Show Rate	0.96%	0.63%				
*CX at Door Rate	1.56%	0.90%				
Cancellation Rate	26.13%	25.49%		26.13%	25.49%	
% Trips Provided	72.76%	73.73%		72.76%	73.73%	

JULY 2014

**SCAT COMBINED TRIP HIGHLIGHTS
YEARLY COMPARISON**

Description	Jun-14	13-Jun	June 14 vs. June 13	2014 FY-T-D	2013 FY-T-D	% Change
PX Trips Provided	17,330	15,471	12.02%	201,773	201,727	0.02%
Passenger Trips/Hr.	2.11	2.00	5.50%	2.05	2.11	-2.84%
Scheduled Trips	22,871	20,619	10.92%	277,991	272,643	1.96%
*No-Show Occurrences	157	156		***	***	
*Late Cancellations	519	543		***	***	
*Cancel at Door	252	157		***	***	
Total Cancellations	5,296	4,980		73,051	68,015	
Same Day Cancel	1,989	1,919		25,502	27,030	
Advance Cancel	2,073	2,210		32,809	31,121	
*Figure represents Chargeable Trips Only						
Total Vehicle Hours	8,203	7,721	6.24%	98,526	95,724	2.93%
Budgeted Vehicle Hrs	8,102	7,528				
Budgeted vs. Actual	1.25%	2.57%				
Total Revenue Miles	124,800	115,977	7.61%	1,517,838	1,509,255	0.57%
On Time Performance	96.47%	97.29%	-0.84%	96.80%	96.23%	0.59%
Description	% Trips '14	%Trips '13				
*Late CX Rate	2.27%	2.63%				
*No-Show Rate	0.69%	0.76%				
*CX at Door Rate	1.10%	0.76%				
Cancellation Rate	23.16%	24.15%		26.28%	24.95%	
% Trips Provided	75.77%	75.03%		72.58%	73.99%	

JUNE 2014

**SCAT COMBINED SERVICE FINANCIAL HIGHLIGHTS
YEARLY COMPARISON**

Description	June-14	2013-June	June 14 vs. June 13	2014 FY-T-D	2013 FY-T-D	% Change
Total Passenger Trips	17,330	15,471	12.02%	201,773	201,727	0.02%
Cost per Passenger Trip	\$27.93	\$28.70	-2.68%	\$29.13	\$28.53	2.10%
Total Fare Revenue	\$20,593	\$19,542	5.38%	\$244,545	\$242,202	0.97%
Cash Fare Revenue	\$5,282	\$4,279	23.44%	\$57,374	\$53,965	6.32%
% Fare Recovery	4.25%	4.40%	-3.41%	4.16%	4.35%	-4.37%
Pass Sales	\$15,311	\$15,263	0.31%	\$187,171	\$188,237	-0.57%
Monthly Operating Cost	\$484,081	\$443,986	9.03%	\$5,877,376	\$5,508,209	6.70%
Total Vehicle Hours	8,203	7,721	6.24%	98,526	95,724	2.93%
Cost per Hour	\$59.01	\$57.50	2.63%	\$59.65	\$57.54	3.67%
Total Vehicle Miles	124,800	115,977	7.61%	1,517,838	1,509,255	0.57%
Average Cost per Mile	\$3.88	\$3.83	1.31%	\$3.87	\$3.65	6.03%
Budgeted Operating Cost	\$479,617	\$461,817				
Actual Operating Cost	\$484,081	\$443,986				
Budgeted vs. Actual	0.93%	-3.86%				

JUNE 2014



PARA-TRANSIT REPORT
June 2014

Distribution of Complimentary Passes:

Late Trips	198
Customer Service Issues	8
Total Distributed	206

Service overview:

Total Trips Provided: **17,330**

Cancellations:

Trips Cancelled on Same Day	1,989
Trips Cancelled in Advance	2,073
Trips Cancelled Late	815
Trips Cancelled at the Door	419
Total Cancelled Trips	5,296

No-Show Trips

Total No-Shows **245**

Chargeable vs. Non-Chargeable:

Total Chargeable Trips	928
Total Non-Chargeable Trips	551
Total Scheduled Trip:	22,871



PARA-TRANSIT REPORT
July 2014

Distribution of Complimentary Passes:

Late Trips	93
Customer Service Issues	3
Total Distributed	96

Service overview:

Total Trips Provided: 17,449

Cancellations:

Trips Cancelled on Same Day	1,923
Trips Cancelled in Advance	3,044
Trips Cancelled Late	766
Trips Cancelled at the Door	532
Total Cancelled Trips	6,265

No-Show Trips

Total No-Shows 266

Chargeable vs. Non-Chargeable:

Total Chargeable Trips	1,282
Total Non-Chargeable Trips	282
Total Scheduled Trip:	23,980



Distribution of Complimentary Passes
for Fixed Route July 2014

Monday-Friday

Total trips from the depot	11,426
Late departure trips from the depot	79
% of Late departure trips from the depot	0.69%
% of On Time trips from the depot	99.31%
<i>Complimentary Pass- Late departure trip From the depot</i>	0

Saturday

Total trips from the depot	1,116
Late departure trips from the depot	0
% of Late departure trips from the depot	0.0%
% of On Time trips from the depot	100.00%
<i>Complimentary Pass- Late departure trip From the depot</i>	0

Sunday

Total trips from the depot	408
Late departure trips from the depot	2
% of Late departure trips from the depot	0.49%
% of On Time trips from the depot	99.51%
<i>Complimentary Pass- Late departure trip From the depot</i>	0

Complimentary Pass- Customer Service

Issues **1**

Total Complimentary Passes Distributed **0**

The Greensboro Transit Authority HEAT Program The First Eight Years (2006 to 2014)

1. Introduction

In August 2006, the Greensboro Transit Authority (GTA) instituted HEAT, a college and university pass program involving six local area colleges. HEAT is an acronym for Higher Education Area Transit. This report describes the results of the first five years of operation.

GTA originally brought together six colleges and universities in Greensboro to discuss the idea, including:

- Bennett College, a small, private, college for women;
- Greensboro College, a small private college;
- Guilford College, a small private college;
- Guilford Technical Community College (GTCC), a large public community college;
- North Carolina A&T State University (NC A&T), a large public university;
- The University of North Carolina at Greensboro (UNCG), a large public university.

Elon University School of Law, which opened its doors to its first class in 2006 in downtown Greensboro, became the seventh partner at that time.

The Greensboro experience is unique because it involved multiple colleges and universities and new services that, wherever possible, entered the campuses instead of stopping on adjacent streets. The new services included:

- East-west routes that connect the campuses, downtown Greensboro, and shopping (with the exception of the GTCC Jamestown campus, all the campuses and Friendly Center lie on an east-west line through the city);
- An inner circulator route, a shorter version of the east-west routes, that provides additional service to the major universities (UNCG and NC A&T);
- Shuttle routes to bring students living off-campus to UNCG and NC A&T;
- Additional direct service to the Jamestown and Greensboro campuses of GTCC;
- Late-night service until 3 a.m. on Thursday, Friday, and Saturday.
- Express routes connecting the campuses to two Wal-Mart locations and Four Seasons Town Centre. Express routes were introduced in 2010-11 in response to student requests for direct access to these locations, and were incorporated into the main east-west route in 2013-14.

HEAT service operates 39 weeks a year between August and May.

For the first three years, the HEAT program was a partnership with seven colleges and universities in and around Greensboro, with 80 percent of operating funds provided by a three-year Congestion Mitigation and Air Quality (CMAQ) Federal grant and 20 percent contributed by the colleges and universities. When the CMAQ grant ended in August 2009, Greensboro

Technical Community College (GTCC) and Greensboro College left the program. GTCC and the GTA Board worked out an arrangement at the request of City Council, under which GTCC pays for (a) restoration of six daily trips on Route 74 (which had been discontinued) to the Jamestown campus, (b) extension of six trips on Route 70 to the Greensboro campus, and (c) one-way passes to get students from their homes to the Depot in the morning and back home in the afternoon. In exchange, GTA provides GTCC with HEAT passes valid ONLY on HEAT routes serving GTCC campuses. This agreement went into effect in September 2009, resulting in GTCC involvement but not full participation in the HEAT program. Greensboro College rejoined the HEAT program as a full partner in August 2010 and left the program in August 2012. Guilford College left the program in August 2011. GTCC left the program in August 2013, and HEAT Route 74 was discontinued.

Certain tables and graphs in this report include totals for the current and previous years for all schools and for the four fully participating schools. The latter total is referred to as the "same school" total and includes the four schools that have been full partners since the first year: Bennett College; NC A&T; UNCG; Elon University School of Law.

2. Ridership

Table 1 presents ridership data for the 2013-14 academic year compared with the previous four years. A total of over 720,000 trips were taken by students using a HEAT pass (either their college/university ID card or a semester pass). This is a decrease of four percent from HEAT boardings in 2012-13 and a decrease of two percent in same-school boardings.

Figure 1 graphically displays ridership by school. Ridership increased at NC A&T and decreased at Bennett College and UNCG. NC A&T students accounted for the greatest number of boardings of any school.

Table 1
Student Ridership, 2013-14 vs. Previous Four Years

College/ University	Boardings with HEAT Pass					
	2013-14	% change	2012-13	2011-12	2010-11	2009-10
NC A&T	367,525	4%	354,308	333,622	263,193	202,169
UNCG	277,993	-7%	300,040	326,498	294,202	197,061
Bennett College	76,344	-10%	85,014	76,474	79,216	65,073
Elon University School of Law	0	NA	0	0	19	28
GTCC		-100%	16,234	21,418	21,060	16,236
Greensboro College		NA	0	1,090	1,645	0
Guilford College		NA	NA	NA	24,993	17,533
Total	721,862	-4.46%	755,596	759,102	684,328	498,100
Same-school Total	721,862	-2.37%	739,362	736,594	636,630	464,331

Figure 1
Student Ridership Trends by School

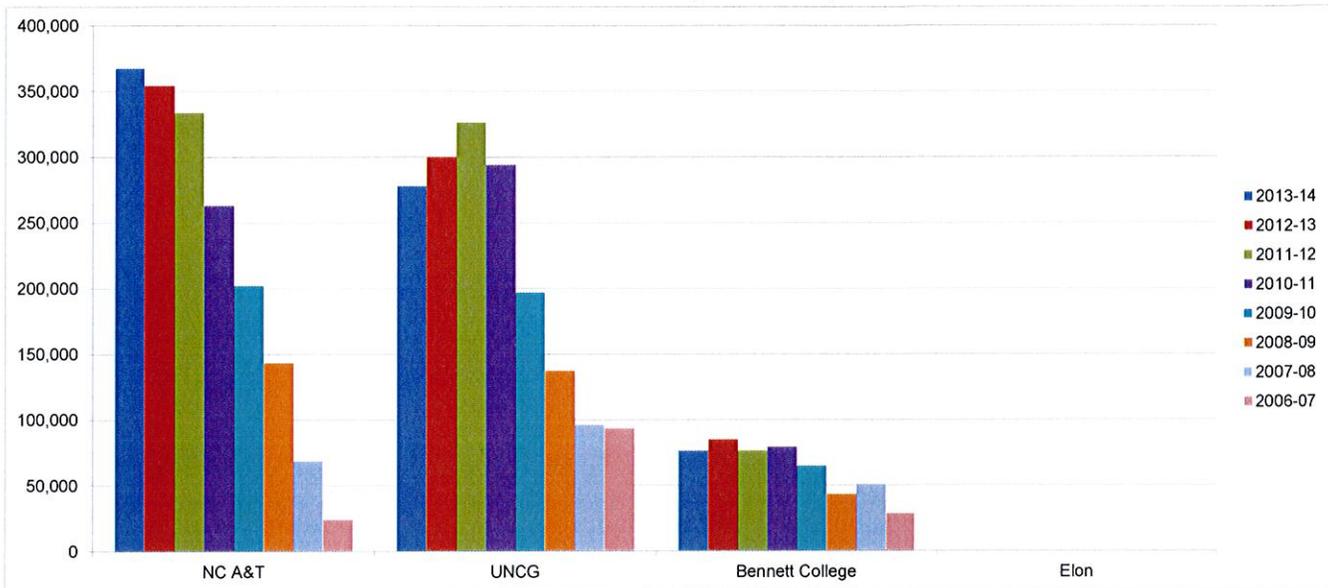


Figure 2 presents overall and same-school ridership trends. Totals for both overall and same-school ridership were slightly lower in 2013-14, with a four percent decrease for overall ridership and a one percent increase for same-school ridership. Ridership is leveling off after years of growth at approximately 700,000 annually.

Figure 2
Student Ridership Trends: Total and Same-School Total

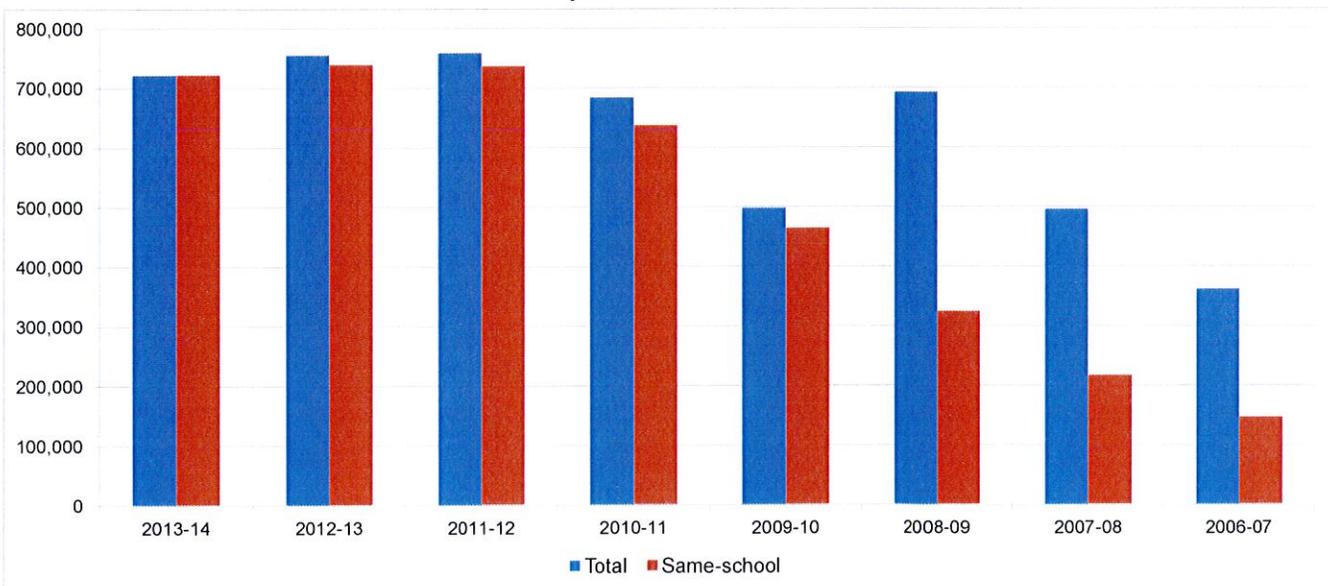


Figure 3 shows the percentage of HEAT riders by school. Eighty-nine percent of all trips were taken by students at NC A&T (51 percent) and UNCG (38 percent) in 2013-14.

**Figure 3
Student Ridership by School, 2013-14**

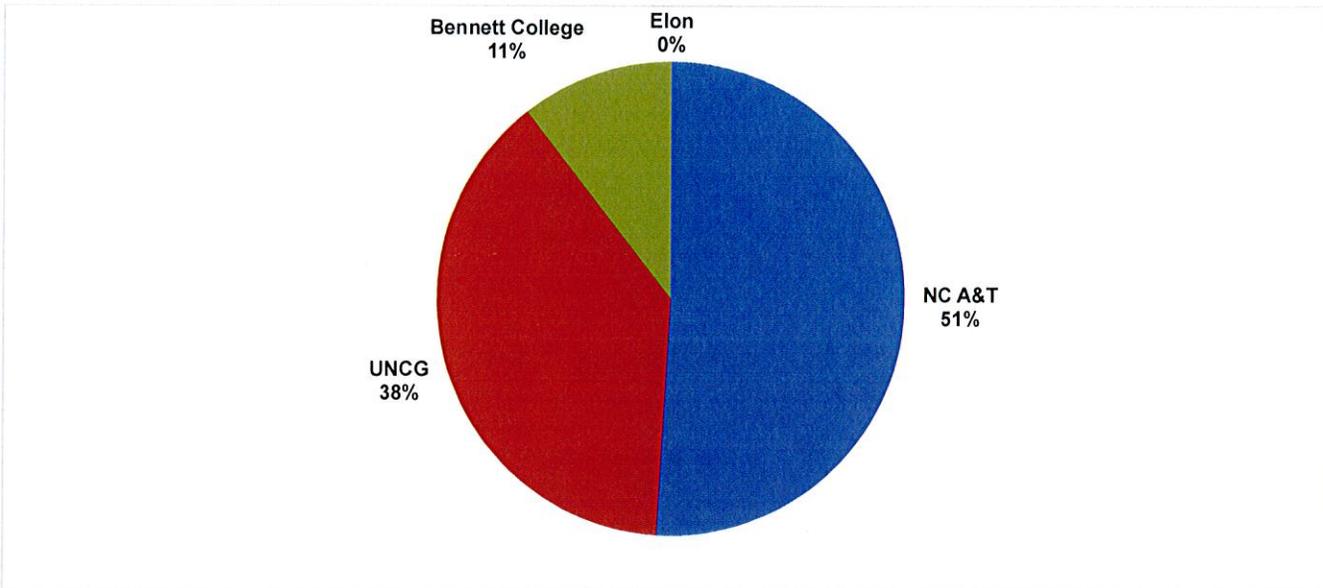


Table 2 shows the breakdown of student ridership on HEAT routes and on regular GTA routes over the last five years. Incorporation of the express HEAT routes into Route 71 East-West HEAT in 2012-13 (making the routes less “express”) resulted in a shift to GTA routes. The percentage of all boardings with HEAT passes that occur on regular GTA routes remained essentially constant percent in 2013-14 at 62 percent.

**Table 2
Student Ridership by HEAT and Regular GTA Routes
2013-14 and Previous Four Years**

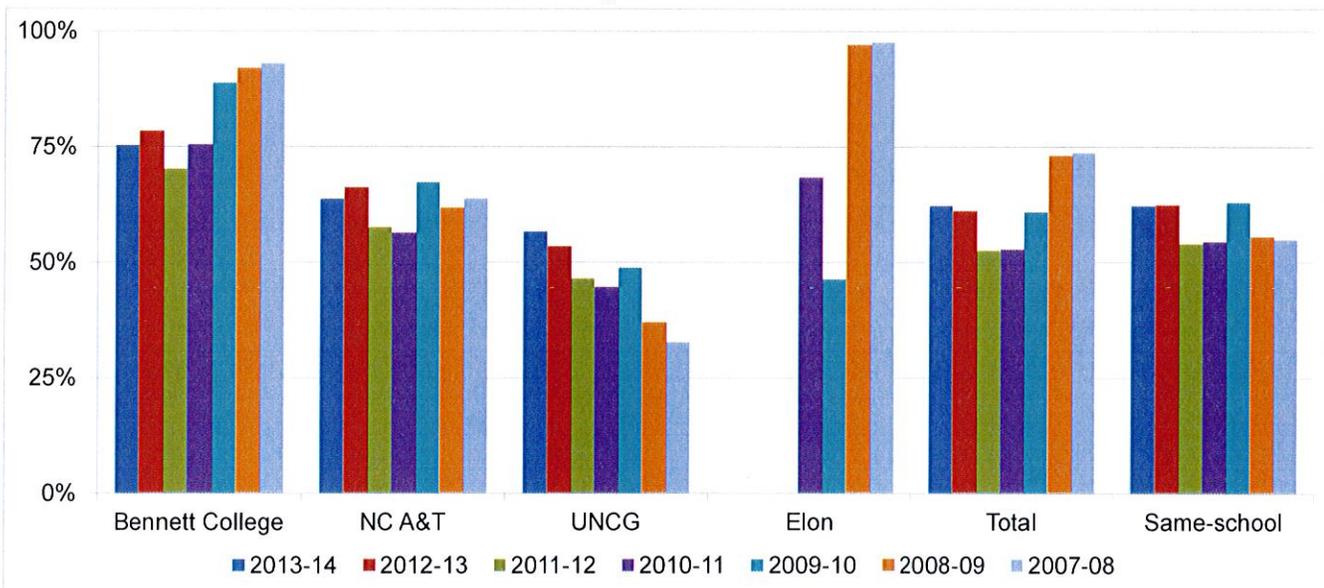
Route Type	All Students with HEAT Pass				
	2013-14	2012-13	2011-12	2010-11	2009-10
GTA Routes – All	62%	61%	53%	53%	61%
GTA Routes Same-School only	62%	62%	54%	54%	63%

The assumption at the outset of the program, that students would migrate toward the regular GTA routes as they became more familiar with transit in Greensboro, continues to hold true. Table 3 shows student ridership on HEAT and GTA routes by school. Bennett College has the highest proportion of student ridership on GTA routes with 78 percent. Two HEAT routes serve Bennett College, while three HEAT routes serve UNCG and NC A&T. Figure 4 presents these results in graphic format, including data from past years. While the overall percentage remained constant, NC A&T and Bennett College students were slightly less likely to ride GTA routes this year compared to 2012-13.

Table 3
Student Ridership on GTA Routes as a Percentage of Total Ridership at Each School, 2013-14

College/University	Student Boardings	
	Total	Percent on GTA Routes
Bennett	76,344	75%
NC A&T	367,525	64%
UNCG	277,993	57%
Total	721,862	62%

Figure 4
Students Riding GTA Routes as a Percentage of Total Ridership at Each School, 2013-14 and Previous Years



Almost all riders on HEAT buses are students, as shown in Table 4. During 2013-14, only three percent of boardings on HEAT routes were by non-students, down from six percent in the previous year.

Table 4
HEAT Ridership by Student/Non-student, 2013-14

Category	Boardings	Percent
Student	272,292	97%
Other	7,602	3%
Total	279,894	100%

Table 5 shows HEAT ridership by route over the last four years. The totals in Table 5 include all boardings on HEAT routes, not only student boardings. Ridership increased on Route 71 East-West HEAT, Route 75 NC A&T, and Route 72 City HEAT. Ridership on Route 71 on weekends has been included in the Route 71 totals as of 2012-13.

Ridership decreased on Route 73 UNCG and late-night HEAT, while Route 74 GTCC was discontinued. Overall ridership on HEAT routes decreased by 10 percent. Most of this decrease was due to the discontinuation of Route 74 GTCC; ridership on all other routes decreased by only two percent.

Route 71 East-West HEAT leads all HEAT routes in ridership, followed by Route 73 UNCG and Route 75 NC A&T. These three routes account for 92 percent of ridership on all HEAT routes in 2013-14.

Table 5
Ridership and Productivity by HEAT Route, 2013-14 and Previous Three Years

Route	Boardings				Productivity			
	2013-14	2012-13	2011-12	2010-11	2013-14	2012-13	2011-12	2010-11
71 – West	124,943	119,949	40,636	25,816	25.9	24.8	13.3	8.5
70 – East				17,322				6.2
73 – UNCG	76,094	93,734	90,272	91,349	27.0	33.3	29.7	30.2
76 – Express East	--	--	82,871	70,514	--	--	25.5	21.7
78 – Express West	--	--	52,825	37,997	--	--	16.5	11.6
75 – NC A&T	57,157	49,836	47,100	37,191	22.0	19.2	15.4	12.5
74 – Tech	--	26,259	36,321	31,008	--	28.7	32.6	28.8
72 – City	16,760	14,841	21,556	26,376	9.5	8.4	8.3	10.2
70/71 – Weekend	--	--	8,871	6,771	--	--	12.0	9.4
70/71 - Late Night	4,940	6,436	6,696	3,990	8.3	10.8	12.7	7.6
Total	279,894	311,055	387,148	348,320	22.2	23.0	18.8	15.0

Table 5 also includes productivity, measured by boardings per scheduled revenue hour of service, for the HEAT routes. Productivity decreased slightly in 2013-14. Overall HEAT productivity is 22.2 boardings per revenue hour, well in excess of the goal for HEAT service of 10 boardings per scheduled revenue hour.

Table 6 presents annual HEAT boardings per eligible student by school for all routes. The number of eligible students was updated from enrollment information on the schools' websites. In developing a broad ridership estimate for the HEAT program when it began, the project team estimated an annual ridership equal to seven trips per student. In 2013-14, the total number of boardings per student was 23.9, up from 22.7 in 2012-13. HEAT ridership continues to exceed expectations.

**Table 6
Annual HEAT Boardings per Eligible Student at Each School,
2013-14 and Previous Four Years**

College/University	Boardings per Eligible Student				
	2013-14	2012-13	2011-12	2010-11	2009-10
Bennett College	99.7	111.0	109.2	113.2	85.0
NC A&T	34.8	33.3	31.1	24.5	19.5
UNCG	14.9	16.1	18.7	15.3	11.3
GTCC	--	5.4	2.7	2.6	2.0
Elon School of Law	0.0	0.0	0.0	0.1	0.1
Greensboro College	--	--	2.7	3.5	--
Guilford College	--	--	--	9.3	11.9
Total	23.9	22.7	20.2	16.0	13.0

Bennett College students use transit most intensively, with 100 boardings per eligible student, followed by NC A&T (34.8) and UNCG (14.9). Bennett College and UNCG showed a decrease in boardings per eligible student in 2013-14.

4. Detailed Analysis

GFI farebox reports provide detailed information on transit use on HEAT and regular GTA buses by student. The available data allowed GTA to analyze ridership patterns in terms of routes and times and to detect unusual patterns (such as students at high monthly boardings who never board or alight near their college or university). Results from 2013-14 indicate unusual usage patterns for only 36 student ID cards. The low level of possibly fraudulent use is attributed to the importance of the student ID card; unlike passes, the ID card cannot be sold or transferred because it is needed for many activities on campus. Schools have collaborated with GTA in the identification of invalid ID cards, and fareboxes have been reprogrammed to reject invalid IDs.

The annual number of students riding by school could not be calculated in past years because GTCC and Elon University School of Law both use semester passes, making it impossible to track the total number of students riding over the academic year.

Table 7 presents the number of students who used transit in FY 2013-14 and previous years (for GTCC in previous years, the table shows the highest semester use). The number of students who swiped their HEAT passes decreased by four percent in 2013-14 versus 2012-13, while the number of same-school students decreased by one percent. Students riding transit can be considered "active" students. There were over 13,600 active students in 2013-14.

Table 7
Students Using Transit at Each School,
2013-14 and Previous Four Years

College/University	Students Using Transit			
	2013-14	2012-13	2011-12	2010-11
NC A&T	6,761	6,551	6,130	5,463
UNCG	6,235	6,580	6,617	6,383
Bennett College	649	700	666	684
Elon School of Law	0	0	0	1
GTCC		419	504	570
Greensboro College			17	72
Guilford College				603
Total	13,645	14,250	13,934	13,776
Same-school Total	13,645	13,831	13,413	12,531

The detailed analysis produced several interesting findings. Figure 5 shows the percentage of eligible students by school who used a HEAT pass in 2013-14 compared to previous years. Over 80 percent of all Bennett College students used transit during the 2013-14 academic year, the highest percentage of any school. Overall, 45 percent of eligible students boarded either HEAT or GTA buses at least once in 2013-14, up from 43 percent in 2012-13.

Figure 5
Percentage of Eligible Students Who Used a HEAT Pass by School,
2013-14 vs. Previous Years

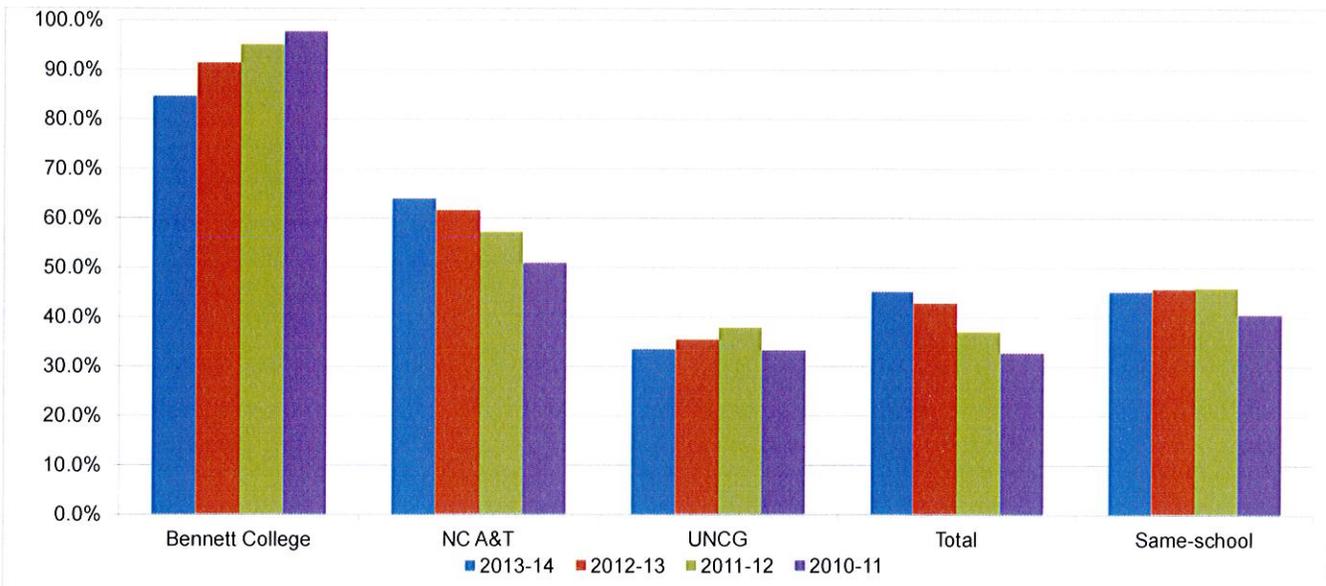
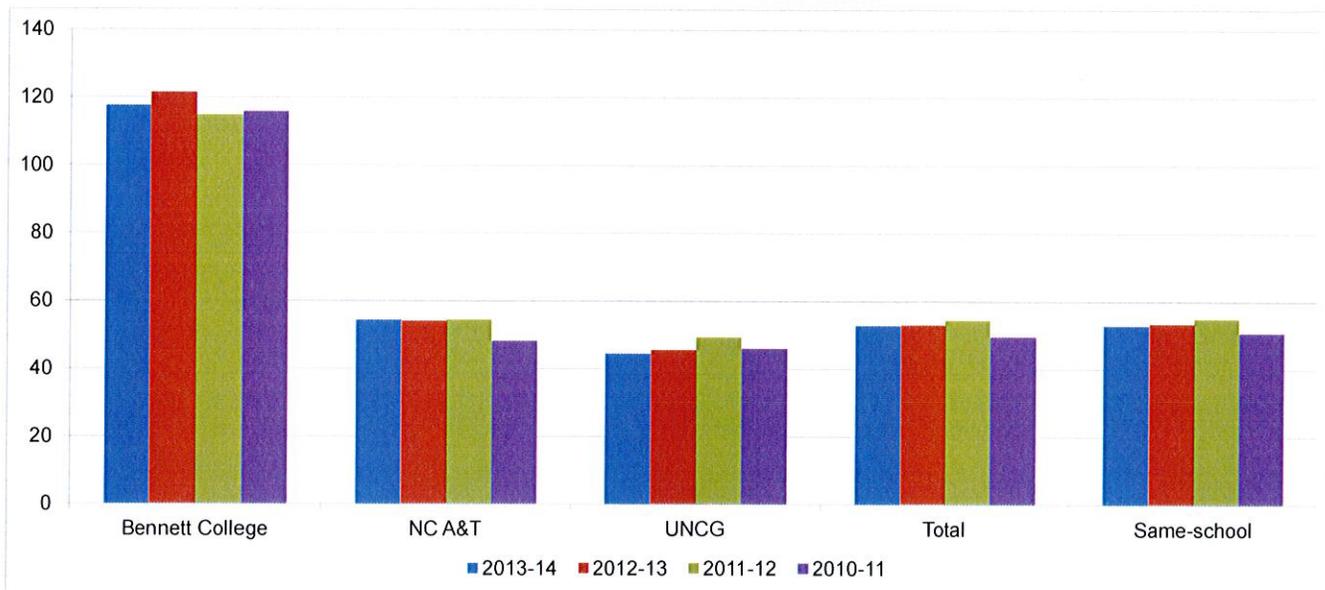


Figure 6 shows the average number of boardings per active student by school for 2013-14 and previous years. This measures the intensity of transit use by students who are transit riders. An increase suggests greater reliance on transit, while a decrease can be caused by more students trying transit but not riding frequently. The overall average was 52.9 boardings per active student, virtually identical to 53.0 in 2012-13.

Figure 6
Boardings per “Active” Student by School,
2013-14 vs. Previous Years



The average by school ranged from 44.6 among active UNCG students to 117.6 among active Bennett College students. All schools except NC A&T saw this measure decrease slightly in 2013-14.

5. Summary of 2013-14

Findings and conclusions based on analysis of the HEAT program for the academic year 2013-14 include the following:

- Student ridership for 2013-14 was 721,862, a decrease of four percent from 2012-13. Ridership increased only at NC A&T. Same-school ridership decreased by two percent. Students from UNCG and NC A&T account for 89 percent of all ridership.
- Sixty-two (62) percent of all boardings using a HEAT pass occurred on existing GTA routes, essentially unchanged from 61 percent in 2012-13.
- UNCG students take the highest percentage of their trips on HEAT routes, but it is no longer a majority of all trips (43 percent on HEAT routes). The next-highest total is for NC A&T students, with 36 percent of their transit trips on HEAT routes.

- Only three percent of all riders on HEAT routes are not HEAT-eligible students. These riders pay with cash or a GTA pass.
- Route 71 East-West HEAT has the highest ridership (125,000) among all HEAT routes. Route 73 UNCG HEAT is second with 76,000 riders. Overall productivity of HEAT service is 22.2 boardings per revenue hour, a slight decrease from 23.0 in 2012-13. HEAT productivity is well in excess of the goal of 10 boardings per revenue hour.
- The number of students riding in 2013-14 was 13,645, a decrease of four percent from 2012-13. Same-school number of students riding decreased by one percent.
- Student ridership continues to exceed the pre-implementation ridership estimate. The estimate, based on experiences at other schools with similar programs, was seven riders per eligible student per year. For 2013-14, the transit usage rate among students was 23.9 boardings per eligible student, an increase of five percent over the previous year.
- The percentage of eligible students who took at least one trip on transit in 2013-14 increased to 45.2 percent from 42.8 percent in 2012-13. The average number of boardings per active student was 52.9, similar to 53.0 in 2012-13.
- Bennett College students have the highest number of boardings per eligible student. Detailed analysis at the student level reveals a combination of high participation and fairly intensive use for Bennett students.
- The HEAT program continues to be a major success. Ridership and number of students riding are leveling off, as expected for a mature program. In FY 2013-14, student ridership was 722,000, and over 13,600 students used their HEAT pass at least once.

As GTA and its partners look forward to the ninth year of HEAT we continue to strategize regarding potential service improvements. We will also negotiate the next three-year contract for FY 2015-16 through 2017-18.



The State of Public Transportation –Milestones and Challenges

February 1, 2014

A new year is a time for celebration, a time for reflection, and a time to envision the forthcoming year. GTA always aims high. And the key to achieving success is vision. It is the vision of leadership that GTA has grown from a struggling unreliable transit system a robust, effective and efficient transit system. It is because of the dreams for the GTA transit system that we have made significant accomplishments and have realized a remarkable history and presence in the Greensboro community.

In October 2011, GTA celebrated its 20 year anniversary! The year 2013 was another strong yet challenging year for GTA. And 2014 and beyond will be an even more challenging year for us and 2014 will be a year of changes to how we normally do business. We claim 2014 to be a year of continued growth in ridership, improvement, and success even in the midst of our financial woes. We must also begin to build public-private partnerships with our local businesses as GTA continues to move the riding public to work. Educational campaigns must be implemented to inform the local businesses about the importance of public transportation to both them and their employees. We must aggressively tell our story that the continued demand for GTA's transit services clearly demonstrates the value of public transit to the citizens of the Greensboro community.

Voter Support

This past year, citizens across the Nation once again overwhelmingly demonstrated their support for smart spending on public transportation initiatives. Eleven of 15 measures in eight states were given the thumbs-up by voters, making for a success rate of more than 70 percent. Twenty-six years ago, the Greensboro voters passed a Bond Referendum for improved public transportation. The 1988 Bond Referendum allows the City Council to levy up to 3.1/2 cents of the Property Tax or currently approximately \$8.3 million dollars to support public transportation. Efforts must be undertaken to restore the current \$3.34 cents property tax to the maximum levy of \$3.50 cents. We desperately need the additional revenues to support GTA.

Due to reductions in Federal and State subsidies to support GTA, consideration of other viable local revenue sources to support public transportation must also be given, to include but not limited to: 1) a fare policy change; or 2) another public transportation initiative to be put before the voters; and/or 3) a \$5.00 increase in the Vehicle Registration Tax to support transit. A

priority of this Board must be to secure adequate funding for Transit Operations that will sustain GTA and minimize the need for significant service reductions.

GTA's Fixed Route service tells the story. GTA has experienced explosive increases in service levels, ridership, and operating costs over the past 12 years. GTA is one of the State's fastest growing transit systems. In 2001, fixed route ridership exceeded 2 million passenger trips for the first time in GTA's history and has since grown to 4.5 million passenger trips annually. Ridership has increased by 90% since FY 2002 while service levels increased by 54% over the same period. These increases have not kept pace with costs increases, which have increased sharply in FY 2007 and 2008. The introduction of 30-minute all day service (*system-wide*) in 2007 was the primary factor in increased operating costs in these years.

GTA continues to experience adverse conditions, such as "overcrowded" and late buses on its fixed routes. Since 2006, GTA's overcrowded trips have expanded from (7) weekday routes to overcrowded and/ or late buses on all of the weekday, and weekend routes. Beginning July 1, 2005, City Council allocated additional \$200,000 to address overcrowded problems. In 2011, GTA replaced unproductive fixed route service with additional supplemental service to accommodate overcrowded and trips. Since then the number of passenger trips have increased from 13,000 additional passenger trips to almost 26,000 additional passenger trips currently. The increase in ridership has resulted in a decrease in service quality on GTA's highest ridership routes. Overall, overcapacity problems and late buses have expanded to additional weekday trips not included in the initial plan, and weekend service.

GTA's current approach to addressing the overcapacity problems on its fixed routes is neither sufficient nor efficient to address the issue. With the increased ridership, the demand will continue to exceed the supply, the number of standing loads will continue to increase, the amount of time riders are forced to stand will continue to increase, service quality will continue to decrease, and complaints will certainly increase.

The timing of this critical issue could not be any worse, especially with the financial challenges that GTA is facing that are forcing GTA to consider significant service reductions.

With the elimination of fixed routes due to low ridership, GTA's growth in ridership has been adversely impacted this fiscal year. In the first six months of this fiscal year (July-December 2013) ridership is already down by 1%. This decline is likely to continue with the proposed elimination of fixed routes due to budget issues. In addition, a significant decline in ridership would also result in a reduction in Federal funds appropriated to the City to support GTA's operations.

GTA's HEAT service is the only transit service in NC and one of a few college transit services in the nation that provides transit service to multiple colleges and universities in the same community. The participating schools or HEAT partners continue to support 100% of the operating costs. However, due to limited funding, (2) local colleges; Guilford College, and

Greensboro College are no longer partners of the HEAT service. In addition, (2) HEAT routes were discontinued this year along with reduced service to GTCC. The HEAT service continues to be GTA's only "fare free" service to the over 60,000 eligible college students it serves. During FY 2013, the HEAT service provided 311,055 passenger trips to college students and an additional 461,320 passenger trips on GTA's regular fixed route service. The HEAT service is also open to GTA's regular riders and therefore provides additional fixed route service to the riding public.

GTA's Specialized Community Area Transportation Service known as SCAT provides seven-a-day-a-week paratransit service to ADA eligible clients. GTA continues to be one of only a few transit agencies that offer *city-wide* SCAT service. In 2005, the SCAT service area increased by 44% or 36.35 additional square miles. As you know, SCAT provides specialized transportation services for persons with disabilities for work, medical, shopping, educational and recreational trips. Since that time, the SCAT ridership has grown from 135,126 annual passenger trips to over 200,000 annual passenger trips which represent a 48.6% increase in SCAT passenger trips since FY 2005. The SCAT trips provided to the Premium service area have also increased by 1,797 passenger trips during the July-December 2014 period, or 9.51% increase over last year during the same period. The eligible riders in the Premium service area have increased from 11 individual riders that were "grandfathered" in 2005 to 154 eligible riders currently. Ridership growth of this magnitude reflects the positive impact the SCAT service is making in this community, however, the greater demand has adversely impacted the service by creating a financial strain on the resources (funding and vehicles) to support the service. The growth in the SCAT service is also contributing to GTA's budget constraints.

Public Transportation is identified as playing a critical role in achieving the goals of the City's Connections 2025 and is a major component of the plan. In recognition of this critical role, the City and GTA initiated a public outreach process in 2002 known as Mobility Greensboro. This process resulted in the development of the first Mobility Greensboro Public Transportation Master Plan that established a vision for the future of public transportation. The Mobility Greensboro Public Transportation Master Plan is included in your notebooks and you will hear a presentation later this morning about the plan.

Mobility Greensboro lays out the possibilities, but more importantly, it reflects an action plan to make the possibilities become a reality.

The visioning process undertaken for the Mobility Greensboro Public Transportation Master Plan has resulted in an aggressive goal of doubling the number of passenger trips in the next five years from two million in 2002 to more than four million in 2008. GTA successfully achieved this aggressive goal in 2009. Through Mobility Greensboro, a comprehensive vision for transit has been developed and an enhanced understanding has been reached regarding its future role in the City of Greensboro.

Public transportation continues to be an important part of the transportation system in Greensboro and the *entire* Piedmont Triad area. The GTA is the public transportation provider for the City of Greensboro and is the largest transit system in the Triad. Clearly, there continues to be a strong need for and support of public transportation services within the community. Now it is time for GTA to be even more committed to our mission to provide “safe, efficient and reliable” transportation that our riders have come to expect from us. And to show that we can spend public investments wisely. We have a long history of doing just that.

Return on Investment

GTA has made significant investments in “Green Initiatives.” Twenty years ago, all of GTA’s vehicles were diesel powered and equipped with wheelchairs. In 2007 GTA replaced (9) of its lifted equipped buses with low-floor buses. In March 2011, GTA placed into service its first diesel electric hybrid buses. Two years later in January 2012, GTA relocated to the city’s first LEED gold transit facility replacing an aging facility that was constructed in 1969 and no longer met GTA’s needs. In July 2013, GTA added Hybrid Electric Vehicles in its paratransit vehicle fleet. These improvements clearly demonstrate GTA’s commitment to environmental sustainability.

GTA has continued to make technological progress with the implementation of on board technology such as surveillance cameras, talking bus technology, automatic passenger counters, fare collection equipment, kneeling features and mobile data terminals. The upcoming year will also be another year of technological progress. Plans are underway to upgrade GTA’s pass media to the “smart card” technology. To ensure that proper maintenance and repairs is provided, GTA has also added a technology mechanic to its maintenance staff.

GTA’s progress in social media is overwhelming. In addition to printed materials, and public information telephone lines, you can now access GTA’s service via YouTube, Facebook, and flickr.

Workforce development is equally important to GTA. In response to passenger relations concerns from the riding public, an extensive sensitivity and education training program was provided to all operators, employees and management staff.

Major Service Enhancements/Eliminations

Since 2006, GTA increased fixed route services by 55% or \$3,280,000 annually. Specifically:

- August 2006 – created partnerships between the City, GTA and (7) local colleges and universities to implement first college transit service known as the Higher Education Area Transit or HEAT service. Initially, funded with CMAQ grant, currently participating schools support 100% of the operating costs.

- September 2006 – Implemented Route 12A South Town Connector, to serve the Walmart Super Center at South Elm-Eugene & Elmsley.
- January 2007 – Implemented 30-minute service (system-wide) on all weekday routes serving the Depot which alleviated crowded conditions on buses.
- September 2008 – Implemented Route 15 Yanceyville Street/Brightwood School Road to serve the neighborhoods in Northeast Greensboro and to reduce overcrowding on Route 6 – Summit Avenue.
- July 2009 – Expanded Evening Service on weekdays and Saturdays from (7) routes to (15) to meet increased demand and overcrowded conditions.
- April 2011 – the GTA Board approved the elimination of two (2) underutilized transit services; the Irving Park/Starmount Shuttle Service and the Career Express Evening Service, effective October 1, 2011. The estimated savings for this service reduction (\$139,324) were used to meet the increasing demand for additional transit service. The elimination of these services allowed the GTA Board to provide additional vehicles to address the “overcrowding issues” on many of GTA fixed routes.
- Elimination of HEAT 74 & HEAT 78. The GTA Board approved the elimination of (2) HEAT Express Routes at the request of the HEAT partners, effective August 2012. The estimated savings for this service reduction (\$265,000) reduced the cost of HEAT service to the students.

Planning Ahead. We applaud and public thank the Federal Congressional leadership for the appropriations legislation, known as an omnibus, which funds all federal agencies for the remainder of FY 2014. Public Transportation fared well under the omnibus. The Federal Transit Administration receives the full funding authorized for core formula programs, under the Moving Ahead for Progress in the 21st Century Act or MAP-21, at \$8.595 billion.

But not all the work should take place in Washington, DC. The important and effective strategy that transit authorities can do is to share our stories with our congressional delegations. We must invite our local, state, and federal government officials to GTA. Show them—not just tell them, how our system creates well-paying jobs and builds flourishing communities. Doing so is instrumental in helping our elected officials understand that public transportation matters not just to the present but to the future.

Young people are changing the face of ridership on GTA’s system, as demonstrated by the HEAT ridership. They are calling for convenience and accessibility whenever they move around. An APTA report released in 2013 called *Millennials and Mobility* those persons between the ages of 18 and 35 that are more fluid with their transportation choices than were generations. They will walk, bike, drive, and take the bus— sometimes all on the same trip. And public transit is the backbone of that multimodalism.

According to the study, Millennials find public transit the best travel method for digital socializing and for engaging with the community. Young people also value the ability to work

while riding public transit. Leveraging these competitive advantages is fundamental to the future of public transportation in our community. So we must work with the HEAT partners to continue the HEAT service, there is even more success to come with that service.

Challenges Ahead

There are very real budget constraints looming that will affect the growth of GTA. Several outstanding requests for new services totaling over \$2,000,000 remain unfunded, coupled with the inability to sustain GTA's services at the current levels. That is why GTA must double its educational efforts to ensure that public transportation remains high on the list of priorities of local state, and national officials and the community. It is important that the GTA Board and staff have the same facts, and we both need to know and believe the same story. We believe that the Greensboro Transit Authority has reached the philosophical "fork in the road" where clear-cut decisions regarding the future of public transportation has to be made. First and foremost, we must reinforce our commitment to the stakeholders for efficient and effective public transportation services and aggressively initiate efforts to put in place the means for attainment, or unfortunately, strides accomplished in the 23-year existence of the Greensboro Transit Authority will slowly deteriorate.

In closing, let me remind each of you that GTA is no stranger to challenges. And as stated in the theme for this Board Retreat "New Challenges Command Resourceful Solutions.

We must remain committed to securing adequate funding to build and sustain the quality transit system that the riders expect and depend on to take them to work, school, medical appointments and employment. *GTA The Way To Go!!*