



July 8, 2011

TO: Mayor and Members of Council
FROM: Rashad M. Young, City Manager *RMY*
SUBJECT: Items for Your Information

IFYI HIGHLIGHTS

- Contact Center Feedback
- Greensboro Transit Authority Board Actions

Contact Center Feedback

Attached is the weekly report generated by our Contact Center for the week of June 27, 2011 – July 3, 2011.

Greensboro Transit Authority (GTA) Board Actions

Attached is a memorandum from Transportation Director Adam Fischer, dated July 6, 2011, providing an update on recent GTA Board actions.

RMY/mm

cc: City Manager's Office
Global Media Distribution

**Public Affairs
Contact Center Weekly Report
Week of 6/27-7/3/11**

Contact Center

5123 calls answered this week

Top 5 calls by area

Water Resources

Balance Inquiry- 1141
New Sign up - 283
Payment extensions - 192
Cutoff requests - 187
General Info - 182

Field Operations

Landfill/HHW/Transfer - 147
Bulk Guidelines - 122
Collection day/schedule - 98
No Service/Trash - 75
Repair Green can - 71

All others

Police/Watch Operations - 236
Privilege Licenses - 74
Police Records - 51
Clerk of Courts - 48
Overgrown lots - 35

Comments

We received a total of 4 comments this week:

Field Operations - 4 comments:

- Thanks to the city and its employees for doing such a great job and for being so helpful in assisting them with their problems. They were a great help and resolved their problems with some trash that they found themselves on their property that was not being prepared to code.
- Caller wants to commend employees for helping him with a problem he had with his pick up of yard waste he appreciates the job they did for him
- You are being unfair to a lot of people by specifying yard waste be in clear/transparent bags - they are very hard to find. If you use the dark bags and leave them open to see that it is yard waste, the debris can blow all over the place. 32 gal cans are too small, and you would have to have too many of them. I wonder if you really thought this through - when is the last time someone reviewed these guidelines?
- The driver of the truck for this area did a wonderful job today. She said he was by himself and he emptied the cans and stacked them back very neatly. She wants the supervisor to know what a great worker he has.

Overall

Call volumes were lighter this week as the holiday approached. Privilege license activity was up as the June 30 renewal deadline approached. Callers were also interested in the schedule changes caused by the holiday weekend. Otherwise, calls were the normal mix.



July 6, 2011

TO: Rashad Young, City Manager

FROM: Adam Fischer, GDOT Director

SUBJECT: IFYI – GTA Board Recommended Fare Increase and Service Reductions to Underutilized Transit Routes

Recommended Changes to GTA's Fare Structure

The Greensboro Transit Authority (GTA) continues to have a positive presence within the Greensboro community and has experienced a thirty-two percent (32%) increase in ridership since FY 2006. Ridership for FY 2010-2011 is approximately 10% higher, with more than 350,000 passenger trips, than last year. Ridership growth of this magnitude reflects the positive impact that GTA is making in the community. However, the greater demand has resulted in increased operating costs, and created a financial strain on resources to support transit services.

During the recent budget planning process, the GTA Board identified the need for additional revenues to continue the existing transit services in future years and to meet increasing demands. The GTA Board developed the following fare structure at their April 12, 2011, Board meeting to address the need for additional revenue:

Fixed Route

| One-Way Base Fare | Current | Proposed 01-02-12 |
|---|----------------|--------------------------|
| Adult | \$1.30 | \$1.50 |
| Student (6-18 years) | \$0.85 | \$1.00 |
| Senior (60+ years) | \$0.65 | \$0.75 |
| Disability and Medicare/Medicaid Card Holder | \$0.65 | \$0.75 |
| Child (5 years and under) | Free | Free |
| Transfer | Free | Free |
| Career Express | \$2.00 | \$2.40 |
| One Day Unlimited Ride Pass | | |
| Adult | \$3.50 | \$4.00 |
| Senior (60+ years old) | \$1.75 | \$2.00 |
| Disability and Medicare/Medicaid Card Holder | \$1.75 | \$2.00 |

11-Ride Pass

| | | |
|---|---------|---------|
| Adult | \$12.00 | \$14.00 |
| Student (6-18 years) | \$ 6.00 | \$ 7.00 |
| Senior (60+ years) | \$ 6.00 | \$ 7.00 |
| Disability and Medicare-Medicaid Card Holder | \$ 6.00 | \$ 7.00 |

31-Day Unlimited Ride Pass

| | | |
|---|---------|---------|
| Adult | \$50.00 | \$58.00 |
| Student (6-18 years) | \$25.00 | \$29.00 |
| Senior (60+ years) | \$25.00 | \$29.00 |
| Disability and Medicare-Medicaid Card Holder | \$25.00 | \$29.00 |

Super Pass (31-Day Unlimited Ride Pass)

| | | |
|---|---------|---------|
| Adult | \$85.00 | \$98.00 |
| Senior (60+ years) | \$42.50 | \$49.00 |
| Disability and Medicare/Medicaid Card Holder | \$42.50 | \$49.00 |

SCAT

| | | |
|-----------------------|---------|---------|
| ADA One Way Base Fare | \$1.30 | \$1.50 |
| 10-Ride Punch Card | \$12.00 | \$14.00 |
| 40-Ride Punch Card | \$42.00 | \$48.00 |

The proposed rate structure equates to a 15% increase in fares and a projected increase in annual fare revenues by approximately \$200,000.

Public Meeting Process:

The implementation of the recommended fare structure will require public input and education prior to final approval. At the June 28, 2011, GTA Board meeting, the GTA Board voted to proceed with the implementation of the new fare structure and to obtain public input to the proposed fare increase prior to implementation. The GTA Board has proposed that the new fare structure become effective January 2, 2012.

The GTA Board also approved the creation of a committee to assist with the implementation of the new fare structure. The committee would consist of seven (7) members; three (3) GTA Board Members, two (2) City Council Members (*to include the City Council Transit Liaison*), and two (2) members of the community to be appointed by the GTA Board Chair.

The GTA Board proposed that the committee and GTA staff conduct public meetings in August 2011 and September 2011 with a public hearing on Tuesday, October 25, 2011 at 5:30 PM to take final action on the new fare structure.

The public meetings on the new fare structure will be conducted as follows:

Public Meeting #1

August 1, 2011
12:00 Noon
Galyon Depot West Concourse
236 East Washington Street

Public Meeting #2

September 12, 2011
5:30 PM
Galyon Depot West Concourse
236 East Washington Street

Public Hearing

Tuesday, October 25, 2011
5:30 PM
GTA Board Room
320 E. Friendly Avenue

Recommended Reduction in Transit Services

Irving Park-Starmount Shuttle Route:

The Irving Park-Starmount Shuttle Route was established in 2001 by combining discontinued segments of Route 3 (North Elm Street) and Route 7 (Friendly Avenue). The Irving Park-Starmount Shuttle operates with a small bus and was designed solely to provide service to these neighborhoods. The Irving Park-Starmount Shuttle ranks last in weekday ridership at 4 to 8 passengers per day and is the poorest performer among all GTA fixed routes. The total operating costs for this route was \$73,445.18 during FY 2009-2010. The subsidy per passenger on this fixed route is \$28.78, which is over five times greater than any other fixed route.

At the June 28, 2011, GTA Board meeting, the GTA Board approved the elimination of the Irving Park-Starmount Shuttle Route effective September 1, 2011. The alternative service for the current passengers on these shuttle routes would be Route 3 (*North Elm*) for the Irving Park neighborhood and Route 7 (*Friendly Avenue*) for the Starmount neighborhood.

Career Express Evening Service:

GTA's Career Express Evening Service provides a direct shuttle connection between Downtown and employment opportunities in the airport area in Northwest Greensboro between 7:00 PM and 11:30 PM. During FY 2009-10, the total number of passengers on this service was 744 and the operating cost for the service was \$53,900. The subsidy per passenger on the service is \$72.45. FY 2010-2011 total ridership on this service is down to 651 passengers, which represents 13% reduction in riders.

At the June 28, 2011, GTA Board meeting, the GTA Board approved the elimination of the Career Express Evening service effective September 1, 2011.

The Career Express Daytime Service, which provides the same shuttle service from downtown to the airport area from 7:30 AM to 7:00 PM and is much more productive with about 28,300 passengers last year, will continue.

Public Meeting Process:

At the June 28th meeting, the GTA Board voted to conduct public meetings to obtain public reaction and input to these proposed service changes prior to elimination. The public meetings on the elimination of the Irving park/Starmount Shuttle Service and the Nighttime Career Express will be held as follows:

Public Meeting #1

July 18, 2011

5:30 PM

Galyon Depot West Concourse
236 East Washington Street

Public Meeting #2

August 15, 2011

5:30 PM

Galyon Depot West Concourse
236 East Washington Street

Public Hearing

Tuesday, August 23, 2011

5:30 PM

GTA Board Room
320 E. Friendly Avenue.

If you have questions or need additional information, please contact me at 373-2861 or Libby James at 373-2820.

AF

cc: Mike Dawkins, GTA Board Chair
Libby James, Public Transportation Manager