

Greenville Transit Authority
DEVELOPMENT COMMITTEE MEETING

Greenlink Administration Office • 100 W. McBee Avenue. • Greenville, SC 29601
January 18, 2019 – 10:30 a.m.

Committee Members in Attendance: Mr. David Mitchell (Vice Chair), Mr. Dick O'Neill
Absent Committee Member: Ms. Inez Morris
Other Board Member(s): Ms. Addy Matney (Board Chair)
City of Greenville Employees in Attendance: Matt Efird (Budget Administrator), James Keel (Asst. Transit Director), Nicole McAden (Marketing and Public Affairs Specialist), Gary Shepard (Transit Director), Kayleigh Sullivan (Transit Planner and Grants Coordinator)

Mr. David Mitchell called the meeting to order at approximately 10:30 a.m.

Quorum established.

Welcome and Introductions:

Kayleigh Sullivan, newly hired Transit Planner and Grants Coordinator, was introduced.

REPORTS

KPI Report (James Keel) - December was not a good month. Ridership was down for Fixed Route and Demand Response. Mr. Keel stated we look at fault and preventability when accidents occur. Fault is determined by law enforcement who investigate the accident. Mr. O'Neill noted that the bulk of road calls are for check engine light. Mr. Keel stated the biggest problem we have is our engines are over 5 years. We are doing a midlife overhaul. Sensor problems can also trigger check engine lights. Fare boxes are sensitive to heat and cold which cause failures. We changed preventive maintenance service (pms) schedules a few months ago, and we are doing optional things suggested by the manufacturer that contributed to our improved preventive maintenance service.

On Time Performance Reports (James Keel): No big changes. Wade Hampton and Taylors continue to be problem.

Marketing Report (Nicole McAden): Total new contracts are approximately \$27,000.

Strategic Milestone Report: Mobile ticketing started. Monthly passes are on hold.

Mr. Shepard stated that the relative to COA implantation, the county has identified money for stops. We are shooting for July implementation.

NEW BUSINESS

Right of Way Request (Duke Energy)

Duke Power has power lines crossing over the parking lot of the GTA vehicle maintenance facility. With the Gather GVL development going in next door and the Children's Theatre cross the street, there is not enough power supply in the area. Duke Power sought to run new lines over our property. Staff informed them that with our plans to sell the facility, more discussions needed to take place. They came back to us with a plan to move lines across the property line instead which staff felt would work.

Mr. Dick O'Neill made a motion to allow Duke Power to put in additional power line on the GTA property line. Ms. Addy Matney, Board Chair, seconded the motion. There is no opposition. This will go to the full board for approval.

Trolley Annual Update

The presentation that covers three years was also given to City Council.

- 56 • Trolley ridership on Saturday is great. Friday is good. Sunday is ok. Thursday has least ridership.
57 • Financially the cost per passenger during off-season is \$15.73. The cost per passenger seasonally is \$3.90.
58 • We are averaging 3.2 passengers per hour on Thursday when it is cold and 12.9 when the weather is warm.
59 Saturday and Sunday ridership is a lot higher. Passenger hours on Sunday are higher than Saturday due to running
60 less hours on Sunday.
61 • When looking at cost efficiency for May through October, Top of Main cost per passenger is \$2.49 and Augusta is
62 the most expensive route at \$6.62 per hour. Heart of Main is the most productive route followed by Top of Main,
63 Arts West and then Augusta.
64 • When looking at total monthly ridership by route for August, September and October, Arts West and Augusta are
65 least effective. The Downtown Combo is what occurs when we do not have enough trolleys to run our service. The
66 Lunch link service is doing much better until gets cold. Decisions have to be made when you have all three services
67 running and a trolley breaks down. You have to decide whether to run the Drive or the services that have been
68 advertised. Staff made the decision in May to run advertised service rather than run the Drive when a trolley broke
69 down. We did not have enough trolleys in October to sufficiently accommodate Fall for Greenville and Boo in the
70 Zoo. Trolley ridership in October was fantastic.
71 • The Drive accounts for 29% of our trolley ridership. Next is Heart of Main at 20%, Top of Main at 18%, Arts West
72 at 6% and Augusta at 5%. The two Neighborhood routes make up 11% of trolley ridership.
73 • With our current inventory, we have two trolleys that are 2014s and will reach end of useful life in 2021. We have
74 two 2016s that will reach end of useful life in 2023.

75
76 **Staff Recommendations:**

- 77 • Change seasonal service routes to run April to September.
78 • Cancel Thursday service in October through March. Cancel all routes from October 11-14 to use vehicles for Fall
79 for Greenville shuttles. Cancel neighborhood routes from October 19-21 and October 26-28 to use vehicles for
80 Boo in the Zoo shuttles.
81 • Add two part-time positions.
82 • Evaluate effectiveness of neighborhood routes.
83 • Fund the purchase of an additional trolley.

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85 Additional Items

- 86 • We are changing from an electronic bell on trolleys to a traditional bell.
87 • Mr. O'Neill stated that the Citizen Academy is superb and credited Nicole McAden for its success. The twenty
88 persons selected are great.
89 • Mr. O'Neill stated that at the Transit Coalition meeting yesterday it was communicated that they would be wearing
90 green to the County Council Meeting to show support for Greenlink.

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92 **Mr. Dick O'Neill made a motion to adjourn. Ms. Addy Matney, Board Chair, seconded the motion. There is no**
93 **opposition. The motion carries.**

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95 The Development Committee Minutes distributed by Lorrie Brown via email on Wednesday, January 23, 2019.