



# MINUTES

Greenville Transit Authority  
**Committee of the Whole Meeting**  
May 21, 2021  
*Virtual WebEx Meeting*

Attending

**Board Members:** Mr. Stephen Astemborski, Mr. Scott Craig (Treasurer), Ms. Addy Matney, Mr. Dick O’Neill (Chairman), Ms. Amanda Warren (Vice Chair)

**Absent Board Members:** Mr. David Mitchell

**City Staff in Attendance:** Jasmin Curtis (Operations and Safety Mgr.), Kristina Junker (Budget Administrator), James Keel (Transit Director), Nicole McAden (Marketing and Public Affairs Mgr.), Jason Sanders (Fleet Manager), Micah Snead (Financial Analyst), Kayleigh Sullivan (Transit Planning Manager)

**Others in Attendance:** Bonnie Crawford (Umo), Sharon Glass (Umo), Matt Orenchuk CTG)

**Mr. Dick O’Neill, Board Chair, called the meeting to order at approximately 9:30 a.m.**

**A quorum established via roll call.**

**Ms. Amanda Warren made a motion to approve the April 16, 2021 Committee of the Whole Minutes.**

**Mr. Stephen Astemborski seconded the motion. There is no opposition. The motion carries.**

**Transit Development Plan Update (Connetics Transportation Group Senior Project Manager, Matt Orenchuk):**

- County population grew by 16% in the last ten years causing a higher demand for services and amenities. The 2018 TDP is still current but needs to be updated as development patterns shift and new information is obtained. CTG looked at Fixed Route service expansion and the capital cost for including additional bus stops. CTG also conducted a Countywide Demand Response feasibility analysis.
- The total annual cost for core network improvements is \$8.54 million. The cost for route expansion is \$6.79 million and cost for GAP service expansion is \$740,000.
- Fixed route expansion was broken out by time-period with 2 routes initiating in 2021-2024, 7 routes in 2025-29 and 6 routes after 2029 (outer parts of county). Areas are prioritized due to not knowing where the funds for the expansions will come from; however, they can be moved based on funding that becomes available.
- CTG was asked by Greenlink to look at how many jobs are accessible with the Fixed Route expansion. They used job database information provided by United Ministries and looked at both the existing network and expanded Fixed Route network. Findings show 21% more job opportunities for disadvantaged population with the Fixed Route expansions.
- GAP improvements come about when service areas match the Fixed Route Service expansion. Paratransit will be needed to accompany Saturday and Sunday Fixed Route service expansions.
- Capital Cost estimate covers bus stop placement costs. Total capital costs for all time periods are typically one-time improvements. The biggest cost for 2021 – 2024 is the Bus Maintenance Facility. For bus procurement, looked at whether the purchases would be CNG or electric vehicles. Electric vehicles are more expensive.
- For Stop locations required for service expansions, CTG took fixed route expansion plan and used Remix planning software to assign stop locations and made adjustments. CTG came up with 3 different stop types (A, B, and C). A stops are bigger, more involved stops where there is a main intersection with two routes crossing. The cost for A stops is \$26,000 which includes a larger concrete pad. The cost for B stops is \$6,100 which are smaller and do not have shelter area. The cost for C stops is \$7,600. C stops are basically B stops with a little extra; such as \$1,500 permitting costs.
- Capital cost for all of bus improvements is \$7.1 million. Costs were broken down by routes.
- Vehicle procurement cost is a range based on which vehicles are purchased. CNG is more reliable than electric due to electric vehicles needing charging time. Looked at having 2 electric buses per every one CNG vehicle. Spares were also included. Did not include the 12 vehicles being purchased for 30-minute service improvements.
- Countywide Demand Response Feasibility Study looks at how GTA can provide countywide service and what it would cost. Peer analysis was done to look at peers doing this type of operation. Search limited to Carolinas and Northeast Georgia. They found places which had countywide service and similar population density to Greenville County. Five

52 peers used were Buncombe, Guilford, Lancaster, Iredell and Hoke. They had to figure out how many trips were occurring  
53 with the system per capita and looked at productivity of service. They landed on four zones in a Greenville County model:  
54 North Urban, South Urban, North Rural and South Rural. North Urban and South Urban are the most productive. They  
55 estimated population and number of daily trips for each zone. For the system can expect between 450 and 500 trips  
56 daily. They ended up with nine transfer locations where customers could switch between Demand Response and Fixed  
57 Route: 1) Westowne Center - Rt. 502 & 506 2) University Square - Rt. 503 3) Walmart - Rt. 505 & 508 4) Walmart -  
58 Rt. 502 5) St. Francis Eastside- Rt. 509 & 602 6) Greenville Memorial - Rt. 504 7) Bi-Lo /Aldi - Rt. 507 8) Mauldin  
59 Square/Publix - Rt. 601 and 9) Hillcrest Memorial/Walmart - Rt. 601. Policy of what this Demand Response operations  
60 should look like is very similar to current system. Annual operating cost for purchased transportation would be \$5.4 million  
61 and directly operated service (expansion of current GAP service) would be \$7.4 million. Capital cost (cost to purchase  
62 vehicles) is \$1.76 million.  
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### 64 **TouchPass Transition to Umo & Umo Ads (Bonnie Crawford and Sharon Glass, Umo Reps):**

- 65 • Greenlink has been using TouchPass fare collection system. TouchPass had a brand transition to Umo. Umo is a  
66 collection of products. There is a Umo pass product and newly added Umo app. Customers can use app to add stored  
67 value to their accounts by scanning QR code to readers. This allows customers to plan trips by getting real time arrival  
68 information. Riders will also be able to see bus capacity information. Umo Ads implementation was added for Umo  
69 awards experience. Umo offers opportunity for agencies to generate new revenue stream.
- 70 • Umo has direct sponsors such as Visa and Walgreens looking to do localized ads through the app. They have ability to  
71 flow programmatic contents where agencies flow content. They are securing partnerships with agencies that are both  
72 global and large brands looking to flow digital content into their screens. Umo is contacting Chamber of Commerce for  
73 various cities to see how they can create sponsored content and communicate sporting events.
- 74 • Quantity of ad slots drive revenue. For agency with less than 1 million annual riders, the model is contingent on how  
75 many active users are using app and how many impressions can be served. Umo offers revenue share where an agency  
76 gets 20% of all revenue secured. The more ad slots, the more revenue that can be generated. The revenue share  
77 includes all broker ad fees loyalty platform. A check is cut at the end of the cycle. There is no effort needed by an  
78 agency to secure payment.
- 79 • There is an addendum to provide guidance on any additional content slots and the acceptance of card linked offers.  
80 Safeguards are in place for all illegal and inappropriate content. When addendum is signed, awards can commence  
81 and counting of impressions and revenue within 15 days. All sponsored revenue will be paid within 45 days at the end  
82 of each quarter. Termination of Umo rewards requires 30-day notification.
- 83 • Umo Demo of product showing capabilities presented.  
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### 85 **Fiscal Year 2021-2022 Budget (Kristina Junker):**

- 86 • Estimate passenger revenue to be down 43% and advertising revenue down 23%. Federal apportionment has  
87 decreased every year. Federal capital revenue decreased 69%. This budget is similar to the prior budget.
- 88 • There is a 4% Salary and benefit increase. Estimate fuel increase of 8%. Service enhancement for Facilities  
89 Maintenance Servicer added. Overall operations increase of 5%. Decrease in capital cost due to no large capital  
90 replacements.
- 91 • The adopted budget in FY21 was adopted at \$9.9 million. We had several amendments that equaled \$5.2 million  
92 which brought the budget up to \$15.2 million. The adjustments were capital related adjustments. The current proposed  
93 budget for FY2021/2022 is \$9.1 million. Causes for increase in operating budget is fuel, salaries and wages, and  
94 insurance. The capital budget is decreasing. It includes a maintenance truck, the city bench program, software, other  
95 needs, audit, insurance and legal fees. For the capital budget 60% is insurance, audit fees, and licenses. Bus stop  
96 program accounted for 24% of budget.
- 97 • Partner contributions have significantly gone up year to year. Contributions by City and County is now over \$1 million  
98 for each. City's contribution does not reflect amount for trolleys.
- 99 • Relative to fiscal cliff, in FY2021 looks good. However, in FY2022 draws start to exceed the deposit, and a negative  
100 amount is projected in the funding stream. In FY2023, we expect to be negative \$1.4 million. This is based on current  
101 knowledge of funding. Other factors such as the census will play a role.

- Proposed budget for FY2021-2022 is just over \$9 million. Operating is \$8.2 million and capital is \$835,000. City's contribution is \$1.5 million which includes \$328,000 for trolleys and the County is \$1.4 million. FY2022 budget increased to \$15 million with capital amendments. Current budget is 40% decrease from amended FY2021 budget. Budget to approved at June meeting.

**Staff Reports**

**Quality of Service** – (Safety & Operations Manager, Jasmin Curtis): Fixed Route on-time performance for April is about the same as March. Rt. 601 had 10 missed trips due to traffic and trains delaying the route. Trolley on time performance is down by 17% for 901 and 902 due to staffing issues. GAP on-time performance is 95% for the month. Average GAP trip length 21 minutes. One long trip due to ride sharing. Accidents per 100,000 miles is 0. There were 3 complaints which were all unfounded. There are 3 trolley operator vacancies. A couple of operators in pipeline to start next week. Bus operator vacancies are at 9. One operator started in CDL training program last week. There are 32 Bus Operators with only 23 active right now. It takes 41 operators to be fully staffed. Update to time points planned for July.

**Reliability of Service** (Fleet Manager, Jason Sanders): Failures decreased by 14 from March to April. Five major road calls and 35 minor road calls completed in April. There were 13 total preventative maintenance repairs done on-time. Reliability goals for each vehicle type met. Diesel was a little low due to having a couple of vehicles at body shop and a new diesel bus was having engine issues which are covered under the warranty.

**Quantity of Service** – (Transit Planner Kayleigh Sullivan): Fixed Route ridership down around 700 rides from March to April. For ridership by mode, Fixed Route down slightly but Trolley and GAP are up. TouchPass usage is up. Looking at Fixed Route by month, big increase in total ridership over April 2020 since this was first month we saw huge ridership decrease due to COVID. YTD total ridership is still not up to previous levels, but the gap is slowly closing. Trolley ridership went down from March to April. South Main Route has surpassed the North Main Route slightly. Clemson ID numbers for 509, 510 and 601 show decreased ridership. Route 602 is up slightly over March. GAP no shows down. Cancellations are the same. Trips are up and denials are the same.

**Marketing Report** – (Marketing and Public Affairs Manager Nicole McAden):

- Received 3 new advertising contracts totaling \$3,790.50. Revenue received from ad since July 1 is \$91,057.38.
- Maintenance Facility covered a few times. Earth Day Superhero award covered.
- Wrapping up Arts in Public Places and Youth Commission partnership with press conference scheduled for Tuesday, May 25 at 8:00 am inside of transit center. Artwork will be on display. Currently recruiting Launch GVL interns through the Chamber of Commerce program to work in Vehicle Maintenance shop. Infrastructure Assessment Meeting with West Greenville Neighborhood Association through partnership with Upstate Mobility Alliance has been scheduled. Received confirmation from Kroc Center to relocate the bike lockers from County Square to the Croc Center June 1. Scheduled meeting with Children’s Museum of the Upstate regarding installing a trolley themed putt putt hole in one of their new exhibits.
- Maintenance Facility Stakeholder Meeting took place April 5. Greenlink participated in virtual panel for school district for graduating seniors; however, there were no attendees. Greenlink hosted Hire Dynamics - which is a local staffing agency - to facilitate their own job fair recruitment event inside the transit center. They successfully found jobs for two riders.

**City’s Monthly Financial Reports for March 2021 – (Kristina Junker)**

- Salaries and benefits are higher this year by \$442,000 due to later staffing hours. Fulltime salaries are higher. Overtime is slightly lower. Materials and supplies up \$200,000 over prior year due to more non capitalizable purchases on federal grants. Fuel costs are slightly lower by \$75,000.
- Federal grants receipts are up approximately \$530,000 over prior year due to CARES funding available at 100% reimbursement. Greenville County increased funding. Federal capital revenue is \$623,000 higher than prior year which reflects grant funding of two cutaway vehicles, midlife overhaul costs and CARES funding passed through the County of \$1 million. State capital revenue is \$200,000 lower.
- Accounts Receivable balance was \$532,847.85 and end of March. Some items are still outstanding.
- Accounts Payable balance at the end of March was \$1,275,321.89. All invoices have been paid except what is owed to the FTA.

Date	Vendor	Description	Invoice #	Amount
5/10/21	City of Greenville	April expenses	87637	720,092.71
4/30/21	CTG	TDP update	3 GSP-TDP UPDATE	7,596.12



## MINUTES

4/7/21	Emedia Group	Bus stop signs	507682	681.48
4/30/21	Genfare	Farebox project	90173758	81,375.00
5/12/21	Love Chevy	Support vehicle	1033560	43,773.00
4/12/21	Proforma	Advertisements made	BK76002662A	144.69
4/19/21	Proforma	Advertisements made	BK76002705A	397.00
4/26/21	Proforma	Advertisements made	BK76002741A	143.25
4/30/21	Roe Cassidy Coates	Legal services	1033560	360.00
5/13/21	SCDMV	Title and registration fees	SCDMV05132021	17.00
4/30/21	Skanska	Phase 1 services provided	2121803-2	14,360.00
5/5/21	TranSafe	Bus stop sign equipment	51883	4,292.00
4/30/21	Travelers	Deductible due	000596172	4,129.37
5/14/21	Wendel	Phase 1-3 services for maintenance facility	501579	131,914.06
<b>Total</b>				<b>\$1,009,275.68</b>

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**Mr. Scott Craig made a motion to recommend payment of invoices totaling \$1,009,275.68. This is subject to the availability of funds. Ms. Addy Matney seconded the motion. There is no opposition. The motion carries and will go to the full board for final approval.**

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**Furman Partnership for Temperature Data Collection Discussion (Kayleigh Sullivan):**

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Last week staff spoke with Jeffrey Habron from Department of Earth and Environmental and Sustainability Sciences at Furman University regarding a potential partnership. They are partnering with Clemson University on a heat mapping study. As a part of study, they would like to stick temperature sensor hardware on some of the existing bus stops so they can track the different heat levels at various areas of Greenville County. They would submit a grant application to pay for this. They are seeking permission to install this on some of our stops. This could help Greenlink in prioritizing locations for shelters. Greenlink participation impacts whether they get grant funding. Staff informed them that Greenlink would not be liable for their equipment nor would Greenlink provide any financial support for this project. A decision will be made by the Board upon obtaining more information.

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**Mr. Scott Craig made a motion to adjourn. Ms. Addy Matney seconded the motion to adjourn. There is no opposition. The motion carries. The meeting adjourned at approximately 10:53 am.**

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Minutes were transcribed by Lorrie Brown and distributed via email on Tuesday, June 15, 2021.