

Greenville Transit Authority
DEVELOPMENT COMMITTEE MEETING

Greenlink Administration Office • 100 W. McBee Avenue. • Greenville, SC 29601
June 18, 2019 – 9:00 a.m.

Committee Members in Attendance:
Others in Attendance:

Mr. David Mitchell, Ms. Inez Morris (Vice Chair), Mr. Dick O'Neill
Natalie Anderson (Furman Fellows), Nate Bilodeau (Furman Fellows),
Mr. Asangwua Ikein (County Transit Planner)

City of Greenville Employees in Attendance:

Caleb Cousins (Advertising Business Development Intern),
Mike Blizzard (Technical Services Manager), Jasmin Curtis
(Safety and Training Officer), James Keel (Interim Transit
Director), Nicole McAden (Marketing and Public Affairs
Specialist), Jason Sanders (Fleet Manager), Kayleigh Sullivan
(Transit Planner and Grants Coordinator)

Mr. David Mitchell called the meeting to order at approximately 9:00 a.m.

Quorum established.

Approval of May 21, 2019 Minutes

Mr. Dick O'Neill made a motion to approve the May 21, 2019 Minutes. Mr. David Mitchell seconded the motion. There is no opposition. The motion carries.

Reports:

KPI Report (James Keel):

Ytd ridership is still low, but ridership is up by 5.3% from last May mostly due to trolley ridership. The Greenville Drive trolley has been prioritized over the seasonal routes due to ridership. Staff is preparing a presentation in August on recommended changes to trolley routes next year because we are over committed. We are trying to offer 5 services. In order to do this we need 6 vehicles and a spare. We currently have 4 vehicles. We had a slight ridership decrease for Mauldin/ Simpsonville. Circulator ridership is good. The trolley makes up 20% of ridership followed by routes 2, 10 and 3. Average daily ridership is down. GAP ridership is down. Twenty-seven percent of scheduled rides cancelled. Maintenance failures are low. Accidents are low. We had 9 complaints. We had minor 47 maintenance failures and 5 major. Most are for check engine.

Sent Proterra buses back once for repairs. More parts ordered to make repairs. Proterra will be here Thursday to do more repairs. One bus has an electrical issue. Proterra is trying to determine why it will not charge. We have been doing a shadow service with a Proterra bus.

On Time Performance Report (James Keel)

Rt. 11 was late 70% of the time. Rt. 9 was late 60% then Rt. 10 and route 12. We may have to look at changes to Rt. 11. Other buses were late due to Rt. 11 running late.

We are working with four government entities on installing stops. Most stops have been installed. We have done our part and have permits. Not all new stop signs are installed. The County is working on getting a contractor. Getting County stops installed continues to be a problem. Signs will be installed by July 1. Service was removed from Roger C. Peace and we are now hearing from GHS regarding its removal. This stop will go back to the drawing board. We will wait until January to look at making changes. Signs put up at stops being removed to notify elimination of service July 1.

Marketing Report (Nicole McAden)

- We signed \$23,805 in new contracts (Allen Tate renewal and shelters). Total revenue since July 1, 2018 is \$116,872.04. We have pending contracts.
- **PR/Media Relations:** Road closure stories picked up. Opinion piece in Greenville News regarding needing better transit. Story in Greenville Business Magazine regarding coalition to remove transit barriers. Prisma appropriation where GTA received matching funds for "Low No" grant from City Council was covered. Proterra buses were covered. Story on activists urging County Council funding for Greenlink. Memorial Day closure was also picked up.
- **Partnerships:**
 - 1) Met with Carolina High regarding a student project on TouchPass conversions. Students will research why

58 people are not using TouchPass and create a plan to increase conversions.

- 59 2) Connecting our Future working as stand-alone. Nicole has been asked to co-chair the new "Public Transit" taskforce
60 within TATT's new Connecting Our Future Alliance.
- 61 3) Submitted Human Trafficking grant application. Partnered with Sherriff's Department and non-profits on this.
- 62 4) Michelin conversation regarding getting service to Donaldson Center. Michelin is coordinating a meeting with all
63 SCTAC employers on July 17 to look at providing data on density.
- 64 5) Partnering with Furman to offer a summer fellowship for two students (Natalie Anderson and Nate Bilodeau). The
65 students will work to collect data about bus stop infrastructure and create a tool to help Greenlink prioritize retrofits.
- 66 6) Live Well Greenville will launch a strategic planning process this fall with technical assistance from Tufts University.
67 The strategic plan will look to build capacity for overall community health, and transportation will play a large role in
68 access and quality of life.

69 • **Events/Tours:**

- 70 1) Cristof Spierler was keynote speaker for The Intersection of Transit, Housing & Land Use and met with City and
71 County council on May 1 by the Piedmont Health Foundation.
- 72 2) Michelin Young Professionals Panel on Transportation meeting May 16
- 73 3) Catbus Ribbon Cutting May 16 for newest addition of Proterra buses
- 74 4) Travelers Rest Downtown Master Plan meeting May 22
- 75 5) United Way young professional development group rode route 1 on May 22
- 76 6) Bike Rack Video shoot tutorial. Staff facilitated a film shoot with the Southern Off-Road Bicycle Association
77 (SORBA) to help spread the word about using Greenlink and the bus bike racks to get to the Swamp Rabbit Trail
78 on May 30

- 79 • **UTC** – Proterra bus ride will occur once buses are deployed (TBD)

80

81 **Strategic Milestone Report**

- 82 • On target for implementing route changes. Open house held with non-profits where they reviewed route changes.
83 Notifications put up on changes at stops and on buses, etc. Established hotline serving customers with primary question
84 being location of the closet stop.
- 85 • Monthly fare product will not be promoted until it is ready.
- 86 • Relative to more advanced schedule holders on stops, 3 quotes obtained for quantity of 400. Quotes ranged from \$30K
87 to \$60K. This is not in the current budget. Staff will look at a plan for new signs in next year's budget. We may be
88 able to get better pricing. Ms. Morris thinks this is worthwhile since signs would benefit persons who do not have smart
89 phones or computers. Development committee will make recommendation at full board meeting.

90

91 **NEW BUSINESS:**

92 Advocacy 101 Training hosted by the Greenville Chamber will be held August 2 & 9 from 8:30 am to 2:00 pm. Email sent to
93 board members. Early bird rate ends June 30.

94

95 Greenville CAN Coalition (Action Item) is a collaborative action network and is a 5013c non-profit. They host lunch and
96 learns for HR departments and discuss how to accommodate people with disabilities during the hiring process. They
97 formalized their membership based on their strategic planning process last year. Several County departments are members.
98 Staff is seeking permission from the Board to complete a form to become an official member and be listed on their website.
99 This is shows we support their efforts to promote a better community for persons with disabilities. There is no cost.

100

101 **Mr. David Mitchell made a motion to recommend to the full board allowing staff to complete document for membership**
102 **to Greenville CAN. Mr. Dick O'Neill seconded the motion. There is no opposition. The motion carries.**

103

104 Mr. O'Neill was in Chapel Hill and they are getting art involved with decorating their shelters. There are signs stated art in
105 transit is collaborative effort to bring public art to public transit. He thought this might be something Greenlink could do. The
106 art would be painted on the shelters.

107

108 **Mr. David Mitchell made a motion to adjourn. Mr. Dick O'Neill seconded the motion. There is no opposition. The**
109 **motion carries.**

110

111 The Development Committee Minutes distributed by Lorrie Brown via email on Thursday, June 26.