

Link • TRANSIT

Link Transit System
Public Transit Advisory Commission (PTAC)

Tuesday August 13, 2019

5:30PM

Municipal Conference Room

425 South Lexington Avenue

Burlington, NC

AGENDA

- 1) **Call to Order & Quorum** **Chairman Bromilow**
 - Welcome and Introductions
 - Changes to Agenda / Add On Items
 - Speakers from the Floor – 3 minutes per speaker

- 2) **Approval of the June 11, 2019 meeting minutes** **Chairman Bromilow**

** 2 corrections*

- 3) **PTAC Officer Nomination and Appointment** **Rob Killebrew**

INFORMATION: At the start of each fiscal year PTAC appoints new officers. The office of Chairman, Vice Chairman and Secretary are open for candidates.

RECOMMENDATION/ACTION: Nominate officer candidates and appoint for New Year.

4) Three Year Link Anniversary Update

Rob Killebrew

INFORMATION: The Link Transit System celebrated its three year anniversary on June 6, 2019. To promote the anniversary City Council approved a Fare Free week; staff provided rider appreciation promotional items at the Worth Street Hub and also used various local and social media sources to advertise the three year achievement. The Link Transit System has provided transportation for over 98,000 riders from July 1, 2018 through June 30, 2019. A summary of the events and activities will be presented.

RECOMMENDATION/ACTION: Review and Discuss

5) Link Transit Operations Report

Rob Killebrew

- Fixed Route & Paratransit Report
- Annual Statistics
- Bench Concept
- Comprehensive Review Update
- Upcoming Events / Other Items

6) Other Business

Chairman Bromilow

- Reports & Questions from PTAC Members
- Other Items / Agenda topics for next meeting
- **Next Meeting Scheduled for September 10, 2019**

ACCESS TO INFORMATION:

ALL DOCUMENTS AND DATA CAN BE PROVIDED IN ALTERNATIVE FORMAT UPON REQUEST

It is the policy of the Link Transit System to ensure that no person shall, on the ground of race, color, sex, age, national origin, or disability, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity as provided by Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, and any other related non-discrimination Civil Rights laws and authorities.

MINUTES

**LINK TRANSIT
PUBLIC TRANSIT ADVISORY COMMISSION**

Tuesday June ~~12~~, 2019
5:30PM

> 11/13

MEMBERS PRESENT

Moses Corbett, Burlington
Mike Mills, Burlington
Melissa McBane, Burlington
Howie Norwick, Burlington
Roger Meisenbach, Burlington Alt
Steve Carter, Alamance County
Neil Bromilow, Gibsonville (Chair)

OTHERS PRESENT

Rob Killebrew, Link Transit Manager
Mike Nunn, Director of Transportation
Carley Maynard, Link Transit Admin

MEMBERS ABSENT

Celo Faucette, Burlington
Veronica Revels, Gibsonville Alt

Call to Order

Chairman Bromilow called the meeting to order and welcomed all members and guests. Chair Bromilow solicited public comments from the floor and requested comments to be limited to 3 minutes per speaker. No public comments.

Approval of June 11, 2019 meeting minutes/ Changes to Agenda

The June 11, 2019 agenda was reviewed. No changes were made to the Agenda. Mr. Mike Mills made a motion to approve the June 11, 2019 Agenda and Mr. Moses Corbett seconded the motion. All PTAC voted in approval. The April 9, 2019 meeting minutes were reviewed. Mr. Howie Norwick made a motion to approve the minutes and Mr. Moses Corbett seconded the motion. All PTAC members voted in approval of the meeting minutes for April 9, 2019.

Link Transit and ACTA Service Coordination

At the March meeting PTAC requested staff to develop information regarding the general purpose trips provided by ACTA and the proximity of those trips to Link Transit bus stops. PTAC would like to determine if ACTA general purpose trip coordination with Link Transit is feasible and how that could occur to benefit

operational efficiency and rider satisfaction. Mr. Rob Killebrew presented PTAC with the ridership information and maps to help assist with this discussion.

Mr. Killebrew said he felt it was important to revisit this agenda item, discuss it and make a decision on it so PTAC and staff can move forward. Mr. Killebrew explained that each yellow dot on his presentation represented a pick up and a drop off through ACTA that happened within a $\frac{1}{4}$ of a mile of Link Transit's fixed route service. Mr. Killebrew said the reason staff uses the $\frac{1}{4}$ of a mile is because that is FTA's guidelines for planning transit systems and/or planning for bus stops/routes. Mr. Killebrew shared ACTA had 3,612 general purpose trips originating and ending within $\frac{1}{4}$ mile of Link Transit's fixed route during January 1, 2017 - June 2018. Mr. Killebrew explained that ACTA's general purpose trips serve many of the same destinations as Link Transit.

Mr. Carter questioned the taxes are going towards two different transportation services with so much overlap. Mr. Bromilow questioned if ACTA felt they get their money based on ridership; are they losing money if they lose certain general purpose trips. Mr. Nunn responded that ACTA receive funds from DOT for medical trips. He also explained that Link Transit gets additional funds based on increases in ridership. Mr. Mills questioned when clients call in to reserve their ride, is this when ACTA determines if it is a medical trip or general purpose trip.

Mr. Nunn reminded PTAC that their role was to decide if this is efficient or what can staff do to make it more efficient. Mr. Mills expressed he felt it was a disservice to some if they switched from ACTA services and rode with Link Transit; likeliness of walking in areas with no sidewalks was a higher probability when using Link Transit. Mr. Norwick stated how he felt ACTA are more like a delivery service (such as Uber, Lyft, etc). He said he does not look at ACTA as a public transportation service, more so a subsidized shared ride. Mr. Norwick explained that the people who can't walk the $\frac{1}{4}$ of a mile to a bus stop have the option to apply for Link's paratransit services. Mr. Nunn said to keep in mind with the general purpose trips you cannot discriminate if someone can walk a $\frac{1}{4}$ mile or not.

Mr. Nunn said the purpose of this agenda item was so that PTAC and staff could discuss options, to consider the use of the grant in advance; this may be information needed to present to council one day. Mr. Nunn felt it important to plan ahead for the use of the grant. Mr. Killebrew said these are our core riders, people that live, travel, and work in $\frac{1}{4}$ mile of our fixed route. Mr. Killebrew stated our core riders are these general purpose trips. Mr. Killebrew suggested that ACTA's purpose may be to focus on medical trips and jobs that are not in $\frac{1}{4}$ mile of our fixed route.

Mr. Killebrew questioned if PTAC wanted staff to discuss with ACTA on how they can manage funds instead of the overlapping of funds. Mr. Killebrew shared that staff would like to recommend an operating agreement with ACTA to coordinate and

facilitate general purpose trips within ¼ mile of Link Transit fixed route service. Chair Bromilow suggested a motion that staff studies an operating agreement (discussion mode) with ACTA. Ms. Mcbane made a motion that staff studies an operating agreement with ACTA to coordinate and facilitate general purpose trips within ¼ mile of Link Transit fixed route service. Mr. Norwick seconded the motion and all PTAC voting in approval.

Link Transit Operations Report

Mr. Killebrew presented the Link Transit Operations report to PTAC. Mr. Killebrew shared Link Transit served 40,595 total trips between January 2019 and May 2019. Mr. Killebrew said there were 2,153 total trips on Link paratransit between January 2019 and May 2019.

Mr. Killebrew provided the TransLoc Data (Web or App hits) for 2019 from January to May:

- January 14,156
- February 12, 115
- March 10, 614
- April 11, 067
- May 10, 274

Mr. Killebrew informed PTAC that staff had put out a RFP for a bus shelter. Mr. Killebrew shared that staff received a bid in May from Jericho Palms that was an acceptable bid for Link Transit's needs. Mr. Killebrew said that staff is planning for 5 bus shelters to be installed FY2020. Mr. Carter questioned the cost for a bus shelter. Mr. Killebrew responded it would cost around \$8,000 for a complete bus shelter not included the concrete pad or any cost for right-of-ways. Mr. Killebrew explained that a complete bus shelter included the shelter, a bench, trash can and solar light.

Mr. Killebrew shared potential areas for a bus shelter along the fixed routes:

1. Burlington YMCA
2. Alamance Crossing
3. Cum Park Plaza/Food Lion
- * 4. Huffine Mill Road/Forestdale Drive *Huffman Mill*
5. N Mebane St/Walmart
6. Maple Ave/Floyd St

Mr. Killebrew said originally staff had looked into a bus shelter location at the Brittany Apartments but that particular area had a few deterrents such as large maintained/landscaped areas. Ms. McBane said she had understood it was staff's plan

to have 5 bus shelters installed. Mr. Killebrew said staff plans to have 5 complete bus shelters installed and a bench concept for the others. PTAC members questioned the idea of a bench concept and what type of areas could benefit from them. Mr. Killebrew responded, saying areas like Trail Two; high volume ridership area, people sitting up against the signs but two may deterrents for a complete bus shelter. Mr. Killebrew described the bench concept to be a concrete pad, bench, small trash can and a solar light.

Other Business

Mr. Killebrew stated the NC Public Transportation Conference was held in Wilmington, NC back in April. Mr. Killebrew said two Link Transit drivers also participated in the bus driver rodeo held at this event.

Mr. Killebrew shared service began Tuesday, May 28, 2019 at the newest bus stop at Salvation Army (Stockard St and Dixie St).

Mr. Killebrew also mentioned the full page advertisement Link Transit had in the Times News for fare free week. Mr. Killebrew shared Link Transit had 4,079 passengers total during the week of fare free. Saying the week was a success; including on Thursday as staff celebrated with riders Link's 3rd Anniversary at the Temporary Transfer Hub with Link Transit giveaways and a cupcake cake. Mr. Killebrew said Link Transit set a record with 1, 235 riders in one day; having to add another bus to the routes. Mr. Killebrew also mentioned ACC participated in an event on the Link buses Tuesday June 4th during fare free week called "Get loud for literacy and learning". Mr. Killebrew said the passengers loved this event and were happy to receive all of the books and information ACC was sharing. A group of 45 people from ACC Dillingham center also took part in the fare free week; riding the bus to the YMCA to have a scavenger hunt at City Park, said Mr. Killebrew. Mr. Killebrew said he received positive feedback from the students at the ACC Dillingham center saying how much they enjoyed riding Link Transit for FREE and how nice the drivers were that day.

Chair Bromilow questioned how Link Transit counts ridership. Mr. Killebrew said ridership is when someone steps on the bus, no matter how many times they have to use different buses to get to their destination; they are counted every time they step on the bus.

Adjournment

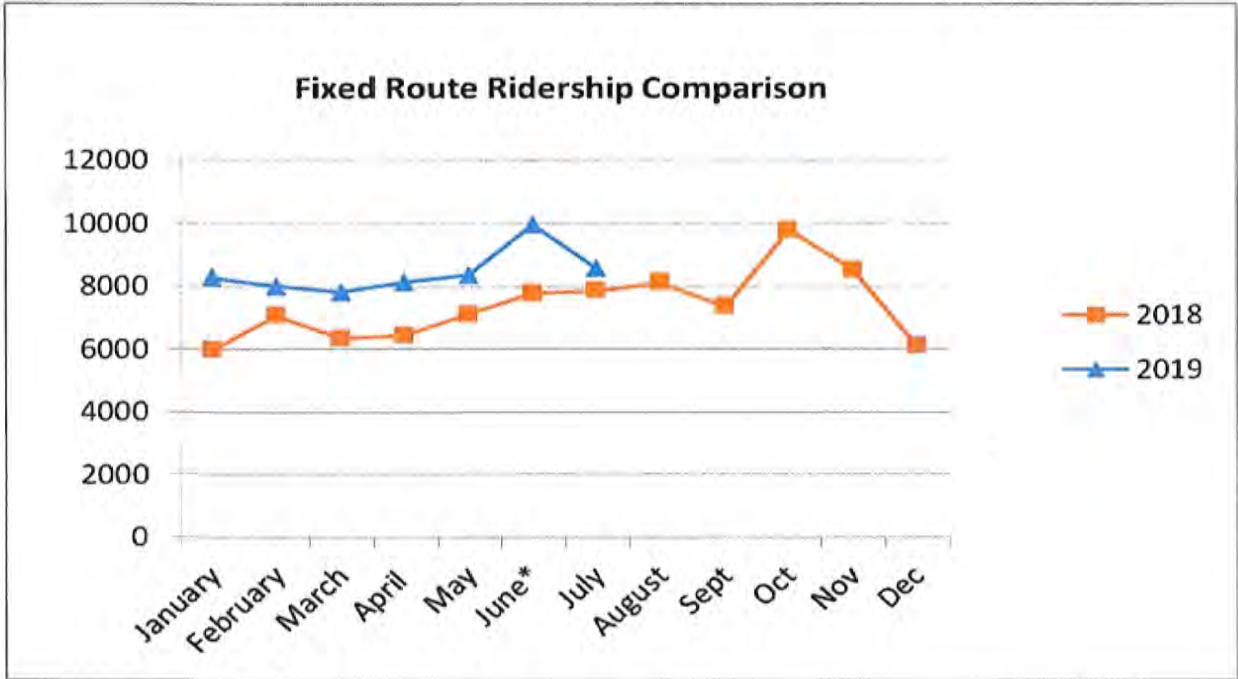
Chair Bromilow asked for any final comments or questions. Chair Bromilow said the next scheduled meeting is August 13, 2019. Chair Bromilow adjourned the PTAC meeting at approximately 6:25 pm. Mr. Mike Mills made a motion to adjourn the

meeting and Mr. Moses Corbett seconded the motion. All PTAC members voted in approval.

Fixed Route

%Change is 2018 to 2019

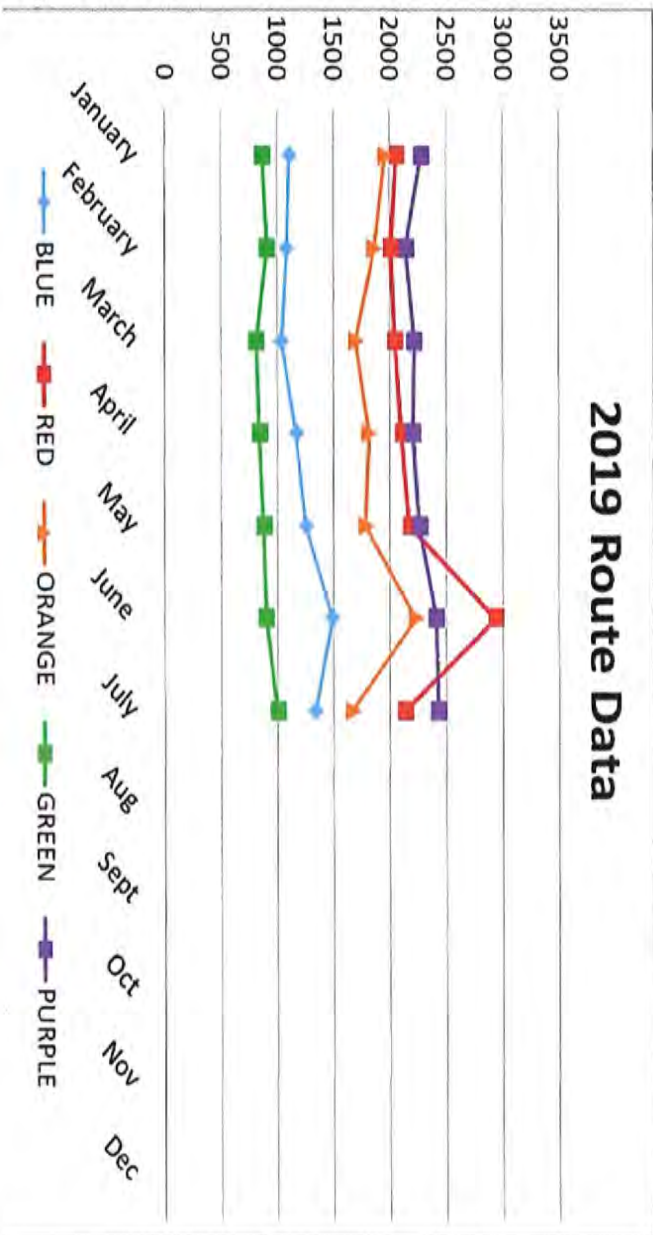
FIXED	2017	2018	2019	%Change
January	6643	5992	8285	38.27%
February	6410	7067	8011	13.36%
March	6528	6343	7809	23.11%
April	6065	6440	8131	26.26%
May	6734	7105	8359	17.65%
June*	8461	7790	9964	27.91%
July	6833	7869	8568	8.88%
August	7746	8122		
Sept	7854	7352		
Oct	8107	9809		
Nov	7661	8523		
Dec	6765	6108		
TOTAL	85807	88520	59127	



Data by Route

2019													
	January	February	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	TOTAL
BLUE	1111	1085	1036	1169	1254	1488	1339						8482
RED	2062	2006	2042	2103	2174	2930	2132						15449
ORANGE	1961	1863	1698	1812	1788	2231	1668						13021
GREEN	872	913	816	842	882	904	1002						6231
PURPLE	2279	2144	2217	2205	2261	2411	2427						15944
	8285	8011	7809	8131	8359	9964	8568						59127

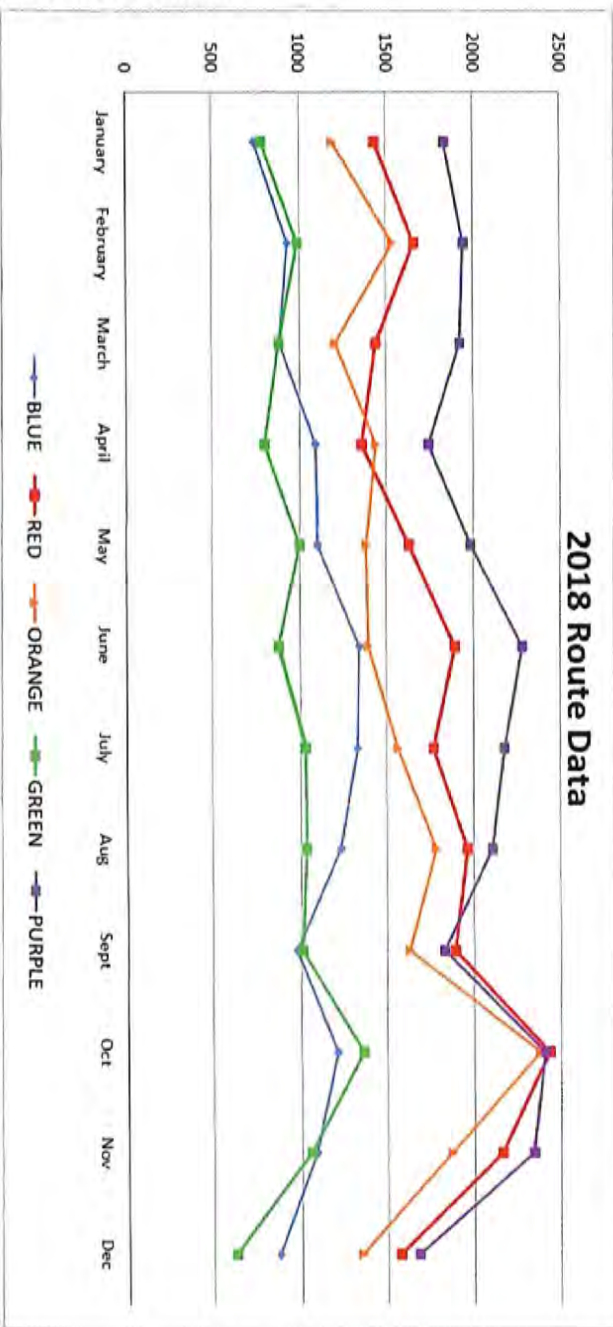
2019 Route Data



Data by Route 2018

2018													
	January	February	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	TOTAL
BLUE	745	936	890	1097	1107	1339	1329	1233	984	1213	1089	877	12839
RED	1435	1658	1439	1358	1631	1893	1768	1963	1891	2437	2165	1573	21211
ORANGE	1194	1538	1207	1439	1380	1394	1561	1782	1631	2385	1869	1351	18731
GREEN	785	991	882	803	1004	881	1033	1037	1014	1363	1058	626	11477
PURPLE	1833	1944	1925	1743	1983	2283	2178	2107	1832	2411	2342	1681	24262
	5992	7067	6343	6440	7105	7790	7869	8122	7352	9809	8523	6108	88520

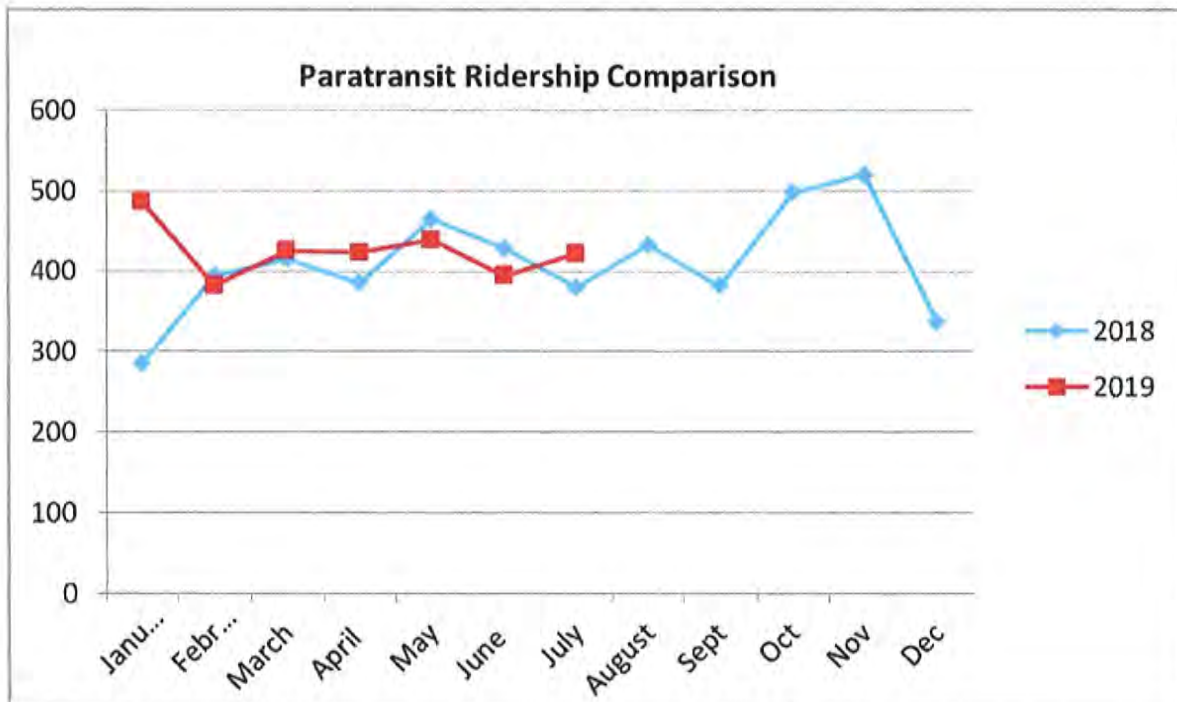
2018 Route Data



Paratransit

%Change is 2018 to 2019

PARATRANSIT	2017	2018	2019	%Change
January	200	285	485	70.18%
February	185	393	382	-2.80%
March	246	414	425	2.66%
April	209	385	423	9.87%
May	235	464	438	-5.60%
June	228	428	394	-7.94%
July	255	379	422	11.35%
August	281	432		
Sept	410	381		
Oct	483	497		
Nov	407	519		
Dec	322	336		
TOTAL	3461	4913	2969	



BUS STOP DATA / 4th QRT					
2019				Qrt Total	26,454
EDUCATION/EMPLOYMENT/HEALTHCARE/SERVICES	April	May	June	TOTAL	% of QRT RIDERSHIP
ALAMANCE COMMUNITY COLLEGE	681	538	542	1761	7%
ACC DILLINGHAM CENTER PLAZA	178	196	224	598	2%
ALAMANCE REGIONAL MEDICAL	543	480	407	1430	5%
GRAHAM HOPEDALE RD MCKINNEY /DSS	215	219	284	718	3%
N. FISHER STREET TRADE STREET / ALLIED CHURCH	31	53	51	135	1%
					18%
RETAIL / GROCERY					
N. MEBANE ST / WALMART	718	704	604	2026	8%
HOLLY HILL MALL BLUE/RED LINE	878	904	1145	2927	11%
SELLERS MILL CHURCH ST. CUM PARK PLAZA	383	341	364	1088	4%
O NEAL STREET ALDI GROCERY	178	191	225	594	2%
WESTBROOK SHOPPING CENTER FOOD LION	105	140	144	389	1%
GARDEN ROAD / WALMART	357	478	495	1330	5%
W. DAVIS STREET FOOD LION	59	97	63	219	1%
					32%
PARK & RIDE / GIBSONVILLE / GRAHAM					
W. PINE STREET / MAPLE ST / FIRE DEPT	305	385	418	1108	4%
GRAHAM PARK & RIDE	220	195	229	644	2%
HARPER SENIOR CENTER GVILLE	52	60	110	222	1%
BURKE STREET RED CABOOSE / DTOWN GVILLE	191	217	238	646	2%
					10%
OTHER HIGH USE LOCATIONS					
MAPLE AVENUE / FLOYD STREET	330	355	368	1053	4%
CHANDLER COURT HOUSING	170	117	120	407	2%
MORNINGSIDE DRIVE APARTMENTS	266	258	212	736	3%
TUCKER STREET CENTER COURT APTS	142	151	191	484	2%
FAIRFAX ST. /N. IRELAND STREET (BHA)	140	288	108	536	2%
HUFFMAN MILL ROAD / FORESTDALE	88	91	92	271	1%
					13%