

Link Transit System
Public Transit Advisory Commission (PTAC)
Monday, June 19, 2023 @ 5:00 P.M.

Meeting to be Held Virtually on Microsoft Teams Platform

[Click here to join the meeting](#)

Meeting ID: 231 493 804 039, Passcode: aqCTMR

[Download Teams](#) | [Join on the web](#)

and at

**425 S. Lexington Avenue, Burlington, NC 27215 in the Municipal Conference Room
(Lower Level)**

AGENDA

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

- 2) **Approval of the March 13, 2023 Meeting Minutes** **Chairman**

- 3) **Approval Clarification on Meeting Time for PTAC** **John Andoh**

- 4) **Link Transit System Update** **John Andoh**
 - Marketing Plan Discussion
 - Update on Bus Procurement
 - Update on New AVL Transition
 - Discussion about ACTA/Link Transit Coordination
 - Update on Bus Shelter Project
 - Update on Transit Development Plan and Transit Facility Study
 - Update on expansion to Elon
 - Transit Fares

- 4) **Link Transit Operations Report** **John Andoh**
 - Fixed Route & Paratransit Ridership Update

- 6) **Other Business** **Chairman**
 - Upcoming Events
 - Other Items
 - Reports & Questions from PTAC Members
 - Other Items / Agenda Topics for Next Meeting

Next Meeting Scheduled for: **September 2023**

**ACCESS TO INFORMATION: ALL DOCUMENTS AND DATA CAN BE PROVIDED IN
ALTERNATIVE FORMAT UPON REQUEST**

MINUTES

LINK TRANSIT
PUBLIC TRANSIT ADVISORY COMMISSION

Tuesday, March 13, 2023

5:00PM

Meeting held via Zoom and at 425 S. Lexington Avenue, Burlington, NC 27215 in the
Municipal Conference Room (Lower Level)

MEMBERS PRESENT

Mike Mills, Burlington (Chair)
Moses Corbett, Burlington
Steve Harrison, Gibsonville
Peter Murphy, Alamance County
Bonita Brown, Burlington
John Mathewson, Burlington
Roger Meisenbach, Burlington

OTHERS PRESENT

John Andoh, Transit Manager
Anthony Johnson, Transdev
Francis Tran, MPO Transportation Planner
Dana Bullock, Transdev

MEMBERS ABSENT

Joyce Harris, Gibsonville
Steve Carter, Alamance County

Call to Order

Chairman Mills called the meeting to order at 5:02 PM and welcomed all members and guests.

Chairman Mills solicited public comments from the floor and requested comments to be limited to three (3) minutes per speaker. No public comments. The meeting agenda was reviewed. No changes were made to the agenda.

Approval of the February 14, 2023 Meeting Minutes

The February 14, 2023 meeting minutes were reviewed. Mr. Mathewson made a motion to approve the meeting minutes. Mr. Corbett seconded the motion. All PTAC members voted in approval of the February 14, 2023, meeting minutes.

Link Transit/System Update

Mr. Andoh provided the following to the PTAC regarding Link Transit services. He mentioned about Link Transit starting to serve Elon in May after City Council consideration. Questions were asked by Commission members about the Elon expansion. Mr. Mathewson discussed marketing Link Transit more and participation at farmers markets such as the one in Burlington at North Park Library would be a good way to reach new ridership. He also mentioned that the Carousal Festival on May 6th is another event to promote Link Transit. Mr. Harrison brought up Market on Main in Gibsonville every Saturday and riding Link Transit can connect people to fresh produce. Mr. Mathewson also mentioned each Thursday; Elon Community Church has a farmer's market and about the use of EBT cards by riders whom may need fresh foods there. Chairman Mills suggested a presentation about marketing efforts. Mr. Andoh stated he will discuss with the

marketing consultant about a presentation and a plan for a future meeting.

Link Transit Operations Report

Mr. Andoh presented the ridership update through February 2023 and discussed the performance of each route. Mr. Murphy and Mr. Meisenbach asked about the meeting schedule. Mr. Andoh clarified the proposed meeting schedule and stated he will also review the recording and would report back at the next meeting.

Other Business

Mr. Andoh stated there was no upcoming events or other business for discussion.

Mr. Andoh mentioned that the proposed next meeting would be in May.

Mr. Mathewson mentioned about the possibility of a shuttle to Carousal Festival. Mr. Andoh mentioned that Parks and Recreation reached out about that possibility and he is working with Transdev on its implementation. Mr. Harrison asked about infotainment screen. Mr. Andoh stated that a contract with GMV, the vendor providing the new AVL system can provide these screens on Link Transit buses. Mr. Harrison mentioned he would like staff to look into this. Mr. Meisenbach suggested selling advertisements on these screens for revenue generation. Mr. Andoh mentioned he will look into this feasibility and obtain costs. Mr., Andoh mentioned he will reach out to Mia in regard to a marketing presentation.

Adjournment

Mr. Murphy made a motion to adjourn the meeting and Mr. Harrison seconded the motion. All PTAC members voted in approval. Chairman Mills adjourned the PTAC meeting at approximately 5:45 PM.

Marketing Plan FY 23 - 24

Audiences

- Towns of Elon, Gibsonville, and Burlington residents
- Elon University Students
 - 7,100 students
 - Students back on campus week of 8/15.

Focus Areas/Topics

- Elon Route Pilot
- General Awareness
 - Fare Free
 - Elon Route
 - Evening and Saturday Service

Promotion of Link at:

- Farmers Market
- Community Events
 - Elon, Burlington, Gibsonville
 - Alamance Community College

Residents

- Grass roots awareness to include community events
 - Farmers Market – weekly April - Nov
 - Christmas Event (Dec)
 - Public Awareness Fair (Sept)

Current Marketing Collateral

- Comprehensive Brochure
 - English & Spanish
- Rack Cards
- Paratransit Brochure
 - English & Spanish
- Paratransit Ride Guide

Current Marketing Collateral

- Website
- Bus Posters
- Social Media Graphics
- 7 year Anniversary – new graphic annually
 - 635,000 rides since 2016

Material for Events



Material for Events



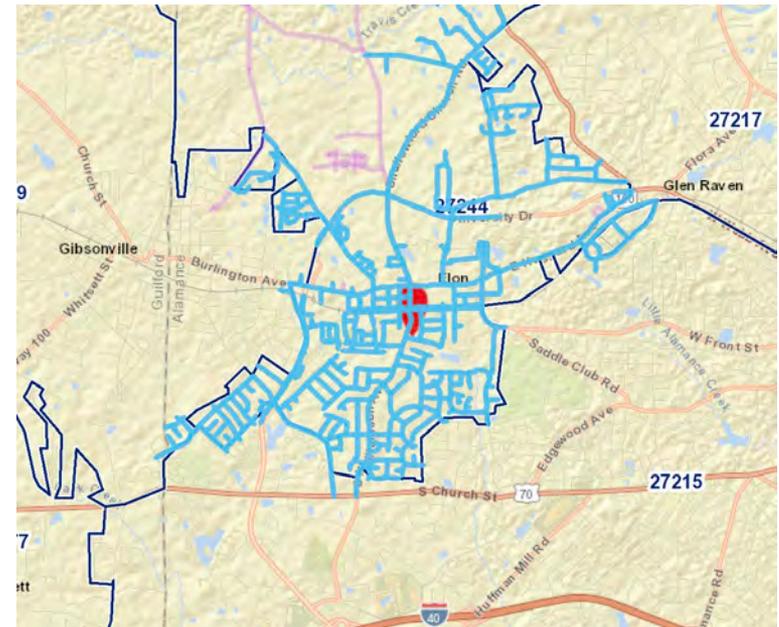
Vertical Tension Fabric Banner
(for indoor events without tent)



Table runner & table throw.

Residents of Elon

- Direct Mail Postcard
 - Target residents within downtown area.
 - 2,766 addresses



For FY 24
(beginning July 1, 2023)

Residents of Elon

- Reached out to Town Manager to discuss ways to partner with Town to create general awareness. Conversations ongoing.
- Reached out to Town P&R to learn of other events or gatherings that could be used to promote awareness.
- Ideas include – attending events, providing social media graphics, utility bill inserts.

University & Students

- Reached out to Director of Moseley Center (Student Union), ongoing conversations about using digital boards to inform students
- Bringing in University Comms to conversations once Graduation is over to discuss other ways to partner with Univ.
- Ideas include – attending events, providing social media graphics, utility bill inserts.

University & Students

Ideas include:

- Events- Student Orientation event in Fall
- Discuss other outreach options through Univ.
- Providing additional info & graphics for Transportation section of Univ. website.
- Building out page on Link site with info on how the Link route intersects with existing Elon Express bus routes.

Ongoing marketing

- Continued updates to:
 - Current marketing collateral, comp brochure and other printed materials.
 - Social media graphics
 - Website banners
 - Other graphics as needed.

Ongoing marketing

- Advertising
 - Newspaper
 - Radio
 - Chamber of Commerce
 - University Newsletters and Kiosk

How to Use Bus Tracking

How to use Link Transit's Transloc Rider App



Wondering where your bus is? Track it live with our real-time bus tracking system powered by GMV Syncromatics!

Use mylinktransit.org (<https://mylinktransit.org>) it to instantly locate your bus no matter where they are. View their current routes and get arrival countdowns for any of the bus stops.

Need more info? Turn on the map overlay to see streets and landmarks.

Powered by GMV Syncromatics, this service is available through your web browser at www.mylinktransit.org (<http://www.mylinktransit.org/>).

Do you want to track your paratransit trip? Visit My Transit Manager (/How-to-Ride/ADA-Accessibility) for details.

How to Track Your Bus (4 options):

Option 1. In your Web browser, type in www.mylinktransit.org (<http://www.mylinktransit.org/>).

Option 2. To get the app:

- Visit the iOS App Store or Google Play store.
- Search for Transit (<https://transitapp.com/>) or Moovit (<https://moovitapp.com/>) and install.
- In settings, select **Link Transit** as your system

Option 3. As a text:

Once you have your stop number, send "**LINK <stop>**" to **41411**, where <stop> is the stop number you're interested in getting arrival information for. You will not receive any unsolicited text messages.

Option 4. As an interactive voice response:

You can call **336-429-5465** and input the three digit bus stop number. It will give you an automatic announcement with the next bus times and any service alerts.

What's my bus stop number?

Bus stop numbers are located on the round sign at each stop or look up your stop number. (<https://mylinktransit.org/arrivals>)

Note: Bus tracking website are free services, but uses data, cellular and text to send and retrieve bus information. Please refer to your data plan for usage information.



NEW!

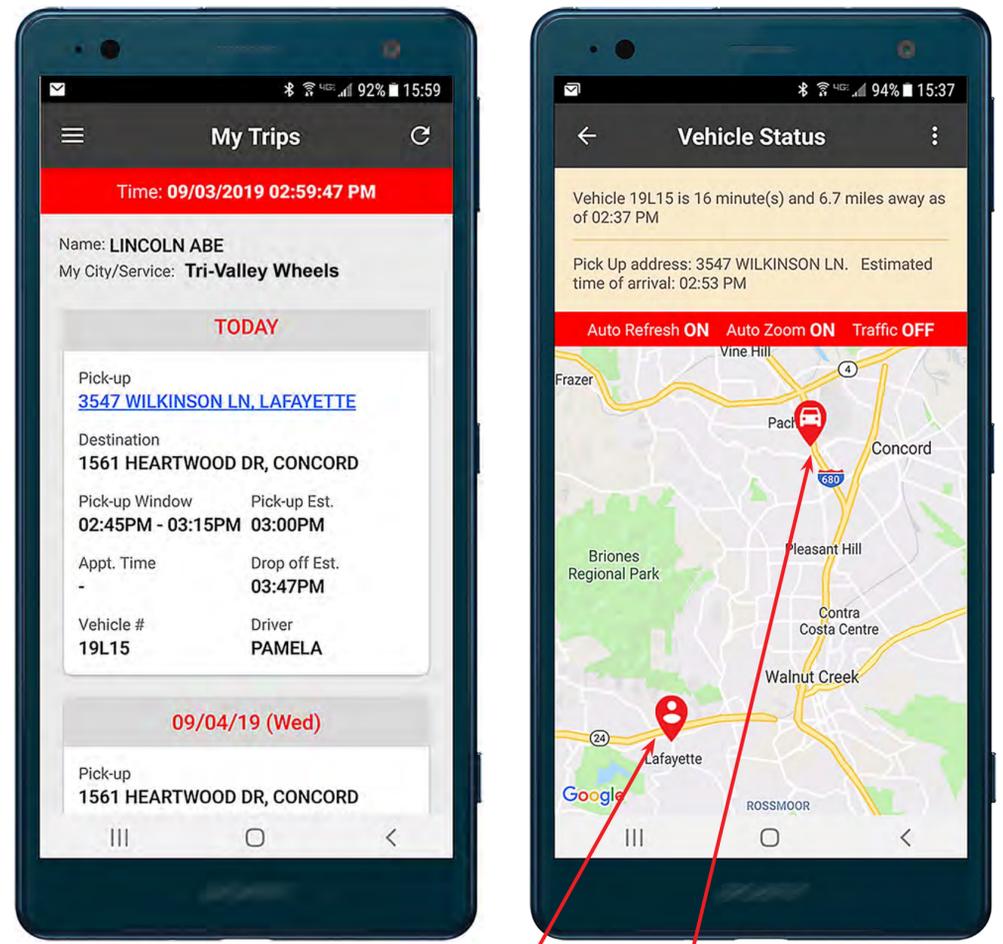
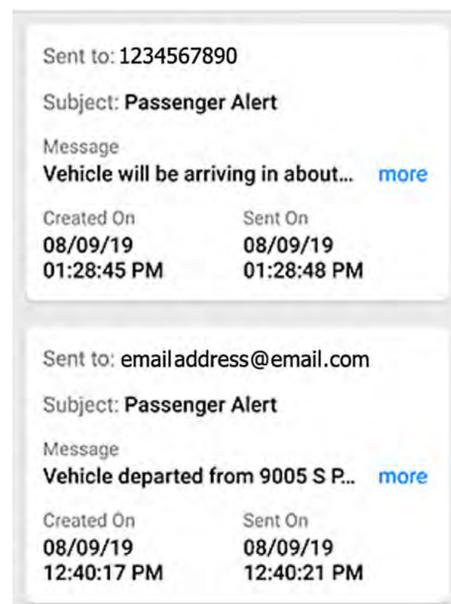
My Transit Manager

LINK
TRANSIT
ride • enjoy • connect

Passenger App for Paratransit

Transdev has a new mobile app, My Transit Manager, that provides great new tools for your convenience.

- Monitor trips in real time
- See where the bus is on a map
- Rate your ride
- Receive notifications when the bus is about to arrive or if it's waiting at your door, on the app or via email, text, or voice
- My Transit Manager can also be used to inform family members or caretakers of the same trip status and monitor the trip from pickup to destination



Your pickup location

Vehicle location

Download My Transit Manager today via the App Store or Google Play Store!



For help with downloading or if you have any questions about the app, please contact Burlington Link Customer Service at (336) 417-5338.



APP


transdev
the mobility company

SORTED BY EXPECTED COMPLETION

	DIRECTION	STOP_NAME	NCDOT	EASEME.	SITE ISSUE	Min. Slab (130"X90")
1	OUTBOUND	NORTH PARK LIBRARY GREEN	NO	NO	NO	YES
5	OUTBOUND	HANFORD ROAD MAPLE AVE	NO	NO	NO	YES
21	INBOUND	W. DAVIS STREET FOOD LION	NO	NO	NO	YES
22	INBOUND	BURLINGTON CITY PARK / YMCA	NO	NO	NO	YES
2	OUTBOUND	SELLERS MILLS CHURCH ST. PLA	YES	NO	NO	YES
8	INBOUND	SELLERS MILLS CHURCH ST. PLA	YES	NO	NO	YES
3	OUTBOUND	HOLLY HILL MALL BLUE/RED	NO	YES	NO	YES
13	OUTBOUND	TUCKER STREET CENTER COURT /	YES	NO	NO	YES
10	OUTBOUND	HATCH STREET LOGAN STREET	YES	NO	NO	YES
4	OUTBOUND	HARPER SENIOR CENTER / Gibsonville	NO	NO	NO	YES
20	INBOUND	S. MAIN STREET EAST 6TH STRE	NO	YES	YES	YES
24	OUTBOUND	N. MAIN ST. AMTRAK STATION	NO	YES	YES	YES
25	INBOUND	SHARP RD @ RAUHUT ST (added)	NO	YES	YES	YES
26	INBOUND	RAUHUT ST @ SHARP RD (added)	YES	NO	YES	YES
7	OUTBOUND	WESTBROOK SHOPPING CENTER FO	YES	YES	YES	YES
11	OUTBOUND	N. FISHER STREET TRADE STREET	YES	YES	YES	YES
16	INBOUND	CHURCH STREET HUFFMAN MILL R	YES	YES	NO	YES

5		NO NCDOT OR EASEMENT
5		EITHER NCDOT OR EASEMENT REQUIRED.. (NOT BOTH) ; NO SITE ISSUE
4		EITHER NCDOT OR EASEMENT REQUIRED. (NOT BOTH); WITH SITE ISSUE
3		BOTH NCDOT & EASEMENT REQUIRED; WITH/OUT SITE ISSUE
17		

V. SCOPE OF WORK / TECHNICAL REQUIREMENTS

BACKGROUND

Link Transit started in June of 2016 and has operated for six years. Link Transit is a service of the City of Burlington with policy guidance from the Burlington City Council, supported by the Link Transit Public Transportation Advisory Commission (PTAC). Service is provided on five fixed routes radiating from downtown Burlington to Gibsonville, portions of Elon, Graham at the Alamance County Courthouse and Alamance Community College. Supplemental ADA paratransit service started in July of 2017. Services are contracted to Transdev Services, Inc which has operated the transit system since 2016. ADA paratransit services in 2016 and portions of 2017 was performed by the Alamance County Transportation Authority. Routes operate every 90 minutes, Monday-Saturday. A reduced service span operates on Saturday. No services are provided on the six major Federal holidays. Services were implemented based on a study prepared in 2013 for the Burlington Graham Metropolitan Planning Organization studying the implementation of fixed route transit services to supplement general public demand response services of the Alamance County Transportation Authority (which was formed in 2000). Link Transit has an interlocal agreement with the Town of Gibsonville for service and receives contributions of funding from Alamance County and Alamance Community College. It previously had non-profit foundations funding the transit system. Link Transit needs a Transit Development Plan to evaluate the current transit system's performance and make recommendations for the future. Additionally, the Plan should evaluate ways to phase in expansion of transit services in a fiscal constrained manner.

Task 1. Prepare Transit Development Plan in accordance with the subtasks listed within this task.

1.1. Prepare Overview of Transit System

- A. Title Page and Acknowledgement Section
- B. Background Information
 - 1. Review the Link Transit System
 - 2. Review the Interlocal Agreement.
 - 3. Review the City of Burlington's State Maintenance Assistance Program claims from FY 2018-2023.
 - 4. Review the Short-Range Transit Plan Scope of Work.
 - 5. Review the City of Burlington Basic Financial Statements for FY 2018 - 2022 Conclusions and Recommendations.
 - 6. Review prior City of Burlington Triennial Performance Audits.
 - 7. Review BGMPO's Regional Transportation Plan, Transportation Improvement Program (TIP), Public Participation Plan, Title VI Program and Alamance County Transportation Authority Connectivity Plan.
 - 8. Review demographic projections (e.g., US Census, BGMPO, NCDOT, etc.).
- C. Brief History (e.g., year of formation, facilities and fleet development, changes in service focus areas, key milestones and events).

- D. Governance.
 - E. Organizational Structure (use graphic format).
 - F. Transit Services Provided and Areas Served — Describe fixed route, demand responsive, and connecting services and areas served, and the number of vehicles required for each type of service.
 - G. Fare Structure — Describe fare structure for fixed route and demand responsive services, and for interconnection transfers.
 - H. Revenue/Support Fleet — Provide a general description of the revenue vehicle fleet.
 - I. Describe Existing Facilities — Describe individual or grouped facilities, according to the categories listed below.
 - 1. Administrative (locations, age, functions located within);
 - 2. Maintenance and Fueling (type, locations, age);
 - 3. Vehicle Storage/Staging (locations, age, capacity);
 - 4. Park-and-Ride Lots (locations, age, capacity);
 - 5. Stations/Transit Centers and Stops (type, locations, age, basic amenities);
 - 6. Bicycle Facilities.
 - J. Describe public outreach and involvement process relative to environmental justice goals. Describe the most recent outcomes from this process.
 - K. Update Alamance County, Burlington, Gibsonville census boundary maps to reflect the 2020 boundaries.
- 1.2. Review and Update Goals, Objectives, and Standards
- A. Describe the process for establishing, reviewing, and updating goals, objectives, and standards. Goals and objectives should be comprehensive and address all major areas of the City of Burlington’s activities, including principles and guidelines under which new service would be implemented. Performance standards should address both the efficiency and effectiveness of the services provided by the City of Burlington.
 - B. Portray and discuss new or revised goals and related objectives and standards; and identify changes from prior Transit Development Plan.
 - C. Use the goals and objectives from the Link Transit Development Plan, BGMPO Regional Transportation Plan and consolidate into one set of goals and objectives that reflect the current operating conditions.
 - D. Create Performance Measures and incorporate into the Goals and Objectives and evaluate the current transit system (as of July 1, 2022) against those Performance Measures.
- 1.3. Service and System Evaluation
- A. Review data provided by the transit contractor and measure performance against standards.
 - B. Data Collection
 - 1. Conduct boarding and alighting counts and incorporate into the Transit Development Plan.
 - 2. Conduct scheduled adherence checks at each scheduled Link Transit time point and incorporate into the Transit Development Plan.
 - C. Transit Demand and Community Needs Assessment

1. Identify future service areas and corridors.
 2. Identify future equipment and infrastructure needs.
 3. Identify surrounding areas or residents that are likely to use Link Transit services.
 4. Identify social service agencies and organizations that will likely benefit from Link Transit services.
- D. Transit Operational Issues
1. Review bus routes, times, and frequencies to maximize the transit farebox recovery ratio and obtain maximum on-time performance and efficiency.
- E. Evaluate route-level and systemwide performance against current service standards (if illustrative, portray local, express or commuter service, or other intercity service separately). Describe the evaluation process. Evaluate the most recent year for which complete data is available; however, a retrospective portrayal of performance (e.g., prior five to ten years) may be warranted to exemplify trends. Where the evaluation identifies deviations from service standards, describe proposed remedies, including service expansion and/or Contraction. Use narrative, tables and other graphic formats as warranted.
1. Evaluate and discuss recent changes in patronage, operating costs, and operating revenue.
 2. Describe and discuss equipment and facility deficiencies and describe proposed remedies.
- F. Identify paratransit services provided in compliance with the paratransit provisions of the Americans with Disabilities Act (ADA). Reference planned new activities, major service changes, or procurement of capital equipment to support ADA or other paratransit, dial-a-ride or demand responsive services. Identify other paratransit services with which your services are coordinated, and any proposed revisions or improvements to fixed route services intended to enhance their usage by seniors and/or by persons with disabilities.
- G. Provide the date of City of Burlington's most recent federal Title VI Program and discuss any service deficiencies identified in the report. Generally, describe the process used for complying with FTA Circular C 4702.1. Attach the most recent triennial Title VI Program, plus any subsequent Title VI reports, to the Transit Development Plan in an appendix.
- H. Quantitative
1. Passengers per revenue hour
 2. Operating cost per mile
 3. Operating cost per passenger
 4. Subsidy per passenger
 5. Farebox recovery ratio
 6. On time performance
- I. Qualitative
1. Service Coverage
 2. Frequency
 3. Span of service
 4. Directness

5. Patron Convenience
 6. Speed
 7. Loading time
 8. Bus stops
 9. Dependability of service
 10. Passenger Comfort
 11. Waiting Shelters
 12. Bus stop signs
 13. Revenue equipment
 14. Information dissemination
 15. Demand Responsive
 16. Service coverage
 17. No-shows
 18. Trip cancellations
 19. On time performance/reliability
 20. Trip denials
 21. Reservation system
- J. Evaluate existing routes for metrics identified above
- K. Compare with contractual standards (if applicable)
- L. Compare with peer standard (or average for the Piedmont Triad region of similar sized transit systems)

1.4. Operations Plan, Marketing Plan and Financial Plan

A. Operations Plan

The operations plan sets forth the City of Burlington intentions to provide the appropriate level of transit services over the Transit Development Plan period within the Link Transit service area. From its base of current operations, as described under Section 2 above, the Plan incorporates the results of the City of Burlington ongoing evaluation of services and systems with respect to adopted goals, objectives and standards, and legal and regulatory requirements, subject to the City of Burlington's financial constraints. Accordingly, the Transit Development Plan shall:

1. Describe the modes and types of transit services to be operated over the period covered by the Transit Development Plan. Separately identify service provided in partnership with others:
2. Separately describe planned new activities or service changes relative to paratransit services provided in accordance with the Americans with Disabilities Act (ADA service).
3. Separately describe any proposed revisions or improvements to fixed route services intended to enhance their usage by persons with disabilities and older adults.
4. Where reductions in service levels are required in order to achieve a balanced operating budget, describe the reductions and assess their impact on the affected service areas and communities.

5. Portray the levels of service planned — Use a table (or other graphic format) to portray planned levels of service hours and service miles. Separately identify the following:
 - a. Fixed route modes by type;
 - b. Demand responsive modes by type;
 - c. Expansion service (for instance, doubling the frequency, adding evening service on weekdays, Sunday services)
6. The table (or other graphic format) shall clearly identify service expansion and/or reduction by the year of planned deployment (expansion) and/or elimination (reduction). There shall be a rational relationship between the information portrayed and the “Service and System Evaluation” section of the Transit Development Plan.
7. Describe and discuss planned (not yet implemented or underway) service changes in response to the most recent federal Title VI Program.
8. Discuss expansion opportunities for providing Link Transit within the boundaries of the Burlington Graham Urbanized Areas including service delivery models that make sense for expansion areas.
9. Prepare an implementation schedule for delivery of recommendations in the Operations Plan.

B. Financial Plan

A principal objective of the Transit Development Plan is to demonstrate that the City of Burlington is planning a sustainable stated level of transit service over the planning period, including rehabilitation and replacement of capital assets. This portrayal takes into consideration expense forecasts, regional and local revenue projections, fare policies, labor or service agreements, competitive demands on funding, regional priorities and policies. The Transit Development Plan should reflect a “baseline” level of service, taking into consideration the existing level of service at the time of publication of the Transit Development Plan. Committed service changes must also be defined, with their expenses and revenue separately identified in the operating and capital financial plan tables. Then, a reviewer of the Transit Development Plan can evaluate costs of implementing the operating and capital plans and compare the total with anticipated revenues available during the Plan period.

This Transit Development Plan is a “fiscally constrained” document.

The narrative must specifically explain, and the spreadsheet clearly isolate in the appropriate year, by mode, any major change in service hours and miles due to deployment of new service or major service reductions.

The narrative must specifically explain, and the spreadsheet clearly isolates by year (e.g., through individual line items) the following:

- Change in fare revenue due to a fare increase or decrease.

- Change in fare revenue due to a change in the level of service.
- Change in expenses due to a change in the level of service.
- Change in expenses due to a labor or service Contract change.

All operations expense and revenues are to be stated in year of expenditure dollars, with the assumed escalation factors stated. All sources of revenue shown in the operations and in the capital financial plan should be identified individually. All assumptions that relate to expenditure and revenue estimates must also be documented, including specification of ridership or sales growth (if appropriate) separately from inflation forecasts.

1. The operations budget must be sustainable and generally balanced each year over the period of the Transit Development Plan, using currently available or reasonably projected revenues.
2. Where increases in local revenues (e.g., fares, sales taxes, general fund revenues) are required in order to sustain existing service levels, describe and discuss the steps and timelines needed to achieve the revenue increases, and the contingent policies and actions that will be taken if the proposed revenue increases do not materialize.
3. Fixed route and demand responsive services portrayed separately or in a single budget; however, the expenses and revenue for each must be separately identifiable if portrayed in a single budget.
4. Describe planned fare increases and/or decreases, and/or changes in fare policies, including the year(s) these changes are planned to take effect. Describe planned changes in interconnection transfer arrangements and/or fares (this pertains to interconnection fares themselves. **Note:** fare and local discretionary revenue contributions are expected to keep pace with inflation.
5. Separately identify funding sources and amounts to support operating budgets for ADA service, and any other paratransit or demand responsive services available to older adults and/or persons with disabilities.
6. Discuss funding strategies for asking municipalities in the Burlington-Graham Urbanized Area to contribute equitability to Link Transit for operational and capital needs. This should include appropriate cost allocation recommendations and the application of Federal funding to support operations.
7. Separately identify and describe funding contributions (expended or received) for services provided in partnership with others.
8. The multi-year operating budget shall utilize BGMPO projections of regional operating revenues. Local funding sources (e.g., transportation sales tax) that will expire during the period covered by the Plan shall not be assumed to continue beyond their expiration dates, unless specific renewals have been approved.
9. In order to portray the operating budget:
 - a. Forecast operating costs shall be portrayed in a manner that distinguishes significant expansion and/or contraction of existing service, and the introduction of new service.

- b. The basis for the operating cost forecasts shall be clearly portrayed (e.g., cost per service hour and service hours).
 - c. The forecast escalation rates (revenue and expenses) must be clearly portrayed.
 - d. Indicate reserves available for operations and changes to reserves over the period of the Transit Development Plan, including anticipated unallocated TDA reserves.
 - e. Budget levels must correlate with the changes in service identified in the "Operations Plan."
 - f. Identify sources of operating revenue.
10. In addition to future year forecasts, the Transit Development Plan should include a three-year retrospective of audited (if available) operating expenses and revenue.

C. Marketing Plan

Discuss strategies, financial plan and implementation plan to market Link Transit services with a goal of increase ridership. All marketing materials presently used shall be assessed with recommendations provided on how to improve marketing of the transit system. Prepare an implementation schedule for delivery of recommendations in the Marketing Plan.

1.5. Capital Improvement Program

The Capital Improvement Program (CIP) describes and discusses the capital programs (vehicles, facilities and equipment) required to carry out the operations and services set forth in the operating plan and financial plan described in Section 1.4, above. The CIP provides the basis for requests for federal, state and regional funding for capital replacements, rehabilitation, and expansion projects. While the CIP does not have to be financially constrained to the extent that the operations budget does, it should reflect the City of Burlington's reasonable expectation of funding, particularly as outlined in BGMPO's Regional Transportation Plan.

A. Basis for Revenue & Non Revenue Vehicle Projects and/or Proposals, for Replacement, Rehabilitation, and Expansion.

1. Describe and discuss policies (or basis), and justification for vehicle replacement:
 - a. Life cycle considerations (current vehicles);
 - b. Passenger amenity considerations (vehicles to be acquired);
 - c. Mode of power and/or emissions considerations (vehicles to be acquired);
 - d. Other considerations (e.g., safety, lack of availability of service parts for current vehicles)
2. Describe and discuss policies (or basis), and justification for rehabilitation/retrofit:
 - a. Life cycle considerations;
 - b. Passenger amenity considerations;
 - c. Emissions considerations;
 - d. Other considerations.

3. Describe and discuss policies (or basis), and justification for proposed fleet expansion (or contraction):
 - a. Relationship to fixed route or demand responsive operations plan;
 - b. Basis for type(s) of vehicles desired (expansion).
 - c. Number and type(s) of vehicles to be removed from service (Contraction), including intended disposition (e.g., sale, placed for lease, salvaged).
4. Current Revenue & Non-Revenue Vehicle Fleet Inventory: Identify items “a” through “k” below individually or by subfleet.
 - a. Manufacturer;
 - b. Year of manufacture;
 - c. Identification number (individual VIN or VIN sequence for subfleets);
 - d. Length of vehicle(s)(s);
 - e. Seating capacity of vehicle(s)(s);
 - f. Wheelchair capacity of vehicle(s)(s);
 - g. Vehicle type (e.g., minivan, standard van, cutaway van, motorbus);
 - h. In fixed route service or demand responsive service;
 - i. Mode of power (e.g., diesel, CNG, LPG, gasoline, electric, hydrogen, fuel cell, hybrid gasoline-electric).
 - j. Has major rehabilitation of the vehicle(s)(s) been performed; if yes, how many years of service life were added;
 - k. Year the vehicle(s)(s) will be retired from service (even if this is beyond the time horizon of the Transit Development Plan);
5. Vehicle Replacement: Identify items “a” through “k” below individually or by subfleet, showing the number of replacement vehicles to be placed in service per year over the planning horizon of the Transit Development Plan.
 - a. Number of vehicles to be replaced;
 - b. Anticipated year of manufacture of replacement vehicle(s)(s);
 - c. Year vehicle(s)(s) will be placed in service;
 - d. Length of vehicle(s)(s);
 - e. Seating capacity of vehicle(s)(s);
 - f. Wheelchair capacity of vehicle(s)(s);
 - g. Vehicle type (e.g., minivan, standard van, cutaway van, motorbus);
 - h. Placement of the vehicle(s) in fixed route service or demand responsive service;
 - i. Mode of power (e.g., diesel, CNG, LPG, gasoline, electric, hydrogen fuel cell, hybrid gasoline-electric).
 - j. Estimated cost of replacement vehicle(s)(s) (unit cost or total by subfleet), with annual escalation rates clearly portrayed;
 - k. Sources and amounts of funding for replacement vehicle(s)(s) (unit cost or total by subfleet – same as portrayed in “j” above), with annual escalation rates clearly portrayed.
6. Vehicle Rehabilitation (if applicable): Identify items “a” through “m” below individually or by subfleet, showing the number of vehicles to be

rehabilitated per year over the planning horizon of the Transit Development Plan.

- a. Manufacturer;
 - b. Year of manufacture;
 - c. Identification number, (individual VIN);
 - d. Length of vehicle(s)(s);
 - e. Seating capacity of vehicle(s)(s);
 - f. Wheelchair capacity of vehicle(s)(s);
 - g. Vehicle type (e.g., minivan, standard van, cutaway van, motorbus);
 - h. Mode of power (e.g., diesel, CNG, LPG, gasoline, electric, hydrogen fuel cell, hybrid gasoline-electric);
 - i. Year of planned rehabilitation (even if this falls outside the time horizon of the Transit Development Plan);
 - j. Years of service life to be added;
 - k. Rehabilitation to be performed in-house or contracted, if known;
 - l. Estimated cost of rehabilitation of vehicle(s) (unit cost or total by subfleet) with annual escalation rates clearly portrayed;
 - m. Sources and amounts of funding for rehabilitation of vehicle(s)(s) (unit cost or total by subfleet – same as portrayed in “j” above), with annual escalation rates clearly portrayed.
7. Vehicle Expansion (if applicable): Identify items “a” through “k” below individually or by subfleet
- a. The number of expansion vehicle(s)(s) to be placed in service per year over the planning horizon of the Transit Development Plan.
 - b. Anticipated year of manufacture;
 - c. Year vehicle(s)(s) will be placed in service;
 - d. Length of vehicle(s)(s);
 - e. Seating capacity of vehicle(s)(s);
 - f. Wheelchair capacity of vehicle(s)(s);
 - h. Vehicle type (e.g., minivan, standard van, cutaway van, motorbus);
 - h. Placement of the vehicle(s) in fixed route service or demand responsive service;
 - i. Mode of power (e.g., diesel, CNG, LPG, gasoline, electric, hydrogen fuel cell, hybrid gasoline-electric).
 - j. Estimated cost of expansion vehicle(s)(s) (unit cost or total by subfleet), with annual escalation rates clearly portrayed;
 - k. Sources and amounts of funding for expansion vehicle(s)(s) (unit cost or total by subfleet – same as portrayed in “j” above), with annual escalation rates clearly portrayed.
8. Summary of Revenue Vehicle Fleet Inventory:
- a. Total number of fixed route vehicles in active fleet (identified by type; e.g., see item 7.g. above);
 - b. Total number of fixed route vehicles in reserve fleet;
 - c. Spare ratio of fixed route vehicles (at maximum pullout);
 - d. Total number of demand responsive vehicles in active fleet

- (identified by type; e.g., see item 7. g. above);
 - e. Total number of demand responsive vehicles in reserve fleet;
 - f. Spare ratio of demand responsive vehicles (at maximum pullout);
 - g. Useful life of revenue vehicles.
 - h. Next rehabilitation or replacement of vehicles, even if beyond the Transit Development Plan horizon.
- B. Major Facilities Replacement, Rehabilitation, Upgrade, and Expansion projects of the types listed below. Identify the locations of new or expanded facilities. Provide project budget, including costs, sources of funds and amounts from each source, identifying funds that have been programmed, allocated or received, and funds that have not been secured. Separately describe security projects. Specify if replacement and rehabilitation of facilities and equipment results in an asset that differs from the existing asset, and how it differs.
1. Administrative;
 2. Maintenance and Fueling;
 3. Vehicle Storage/Staging;
 4. Park-and-Ride Lots;
 5. Transit Center, Stations and Stops;
 6. Bicycle Facilities (e.g., lockers).
- C. Tools and Equipment: Replacement and/or Upgrade. Discuss current and/or proposed projects. Combine projects into a lump sum and indicate costs, sources of funds and amounts.
- D. Prepare an implementation schedule for delivery of recommendations in the CIP.
- E. Provide the following information on expansion projects:
1. Portray the project's current capital cost, providing explanation where costs differ.
 2. Capital Funding:
 - a. Discuss and describe secured funding, including fund programming and/or allocation actions, conditions imposed on the use of funds, fund sources and amounts;
 - b. Explain any changes in secured or anticipated funding, providing explanation;
 - c. Portray and discuss the project's cash flow needs, including any anticipated difficulties, and approved or anticipated decisions on bond financing.
 3. Project Schedule. Provide the most current schedule for the project, showing key milestones completed, and anticipated milestone completion dates.
 4. Operating Costs. Provide operating expense and revenue projections (including sources of funds).
 5. Discuss any activities related to changes in land use planned or anticipated in association with the project, including:
 - a. Participation in the development of local land use policies;

- b. Policies and/or planning pertaining to, and/or development adjacent to transit stations;
 - c. Descriptions of land that the City of Burlington currently owns or controls adjacent to transit stop/stations (use a map if desired to show locations).
6. Discuss any current or anticipated policy, planning, funding or operating issues associated with the project, not reflected in responses to items 1 through 5, above.

1.6. Community Outreach Plan

Special Note: Consultants should expect a high degree to public engagement and public opinion from this Plan. It is recommend assigning staff who are well-versed in successful public engagement and mediation. This will help ensure all members of the public are respectfully heard and engaged throughout the Plan process.

In order to achieve the vision for Link Transit, it is imperative that residents, businesses, human service providers, and stakeholders be involved in the development of the Plan. Direct effort should be made to obtain broad-based support from the community. Consultants shall prepare a Community Outreach Plan that is consistent with the BGMPO Public Participation Plan and complies with Title VI of the Civil Rights Act of 1964 and the Executive Order on Environmental Justice of 1994. The following are the minimum public involvement activities the Proposer should include:

1. The Plan will have two (2) public involvement opportunities for the general public. Each public involvement opportunity will consist of two (2) meetings, one in Burlington, Gibsonville, Alamance Community College and Graham. The general public should include residents, businesses, and community stakeholders. Public involvement opportunities may be in-person, online, or hybrid. All input and attendance from the public input opportunities shall be recorded and all concerns and suggestions will be included and addressed in the Plan.
2. A website for the Plan that will be interesting, provide up-to-date information, and be easy to use by the public;
3. Five (5) final presentation meetings, with potential for each to be a public meeting. One meeting with each of the following entities: Burlington City Council and PTAC at the minimum.

Community Engagement:

Proposer are encouraged to reach out to the community at large and interested or affected community members. Consultants are encouraged to use novel means to inform the public and gather their opinions. Suggested ideas could include but are not limited to flyers; updates in city bulletins, radio or television PSAs; coordination with local public or commercial media outlets; presentation to community/ business groups, and public meetings.

Online Engagement:

Proposer shall create a website to keep the public informed and engaged regarding the Plan. The website should include regular updates, including pertinent Plan documentations, maps, online surveys, public involvement opportunities, and the drafts and final reports. The website should also track hits/visits to the site. In addition, there should be social media developed and maintained as well as other online engagement tools to enhance the public involvement process and encourage the public's participation.

Link Transit hosts a Facebook, Twitter and Instagram page which is intended to be a clearing house for all Link Transit related social media outreach. The Proposer would be given access to place posts on the website.

Newspaper Engagement:

Public meetings and final presentations will be advertised in the local newspaper(s). Proposer are responsible for preparing newspaper advertisements for public meetings and final presentations. Proposer reviews the ads, provides necessary modifications to language and formatting, and coordinates and pays for printing with the local newspaper(s).

Community Engagement and Surveys:

Identify community based organizations that represent the interests of the Link Transit service area such as local business representatives, community organizations, representatives from local schools, public officials, residents of the Link Transit service area and County agency staff to participate in the planning process. Develop survey to be used for website, on board buses and distribution asking stakeholder for partial assistance in distributing to their clientele. The survey should have All public notices will be in English and Spanish. Spanish translators are required to be present at all workshops, and sign language interpreters will be present at workshops if requested.

Execute community outreach campaign. Educate participants about the goals of the Transit Development Plan and process. Presentation of existing transit services and programs. Facilitate discussions with the goal of reaching consensus to prioritized transit gaps. Gather input from participants on strategies and solutions while being mindful of budget constraints but noting if funding becomes available. All public notices will be in English and Spanish. Spanish translators are required to be present at all workshops, and sign language interpreters will be present at workshops if requested.

Demographics and Analysis:

Provide a description of the jurisdictions in the Link Transit service area including residential demographics (auto ownership, race/ethnicity, gender, age, income status, etc.). Information should include the existing transportation network and information regarding recent or proposed economic or housing development as well as any future business such as dialysis, medical office etc. Identify transportation gaps.

Establish the criteria for evaluating the feasibility of proposed solutions. Facilitate consensus among stakeholders the potential solutions based on how well they meet the criteria. Document solutions that do not meet the criteria. Evaluate the implementation feasibility of the proposed viable solutions and present to stakeholders, PTAC and Burlington City Council for comments and direction before developing a complete implementation plan.

Task 2 Publish the Transit Development Plan in accordance with the subtasks listed within this scope of work.

2.1 Publish Transit Development Plan

- A. Develop Draft Transit Development Plan
 - Executive Summary
 - Overview of Transit System (Task 1.1)
 - Goals, Objectives and Standards (Task 1.2)
 - Service and System Evaluation (Task 1.3)
 - Operations Plan, Marketing Plan & Financial Plan (Task 1.4)
 - Capital Improvement Program (Task 1.5)
 - Community Outreach Plan (Task 1.6)
- B. PTAC and City Council Involvement
 - Provide at least two (2) presentations to the PTAC and Burlington City Council.
 - Provide City of Burlington staff copies of the Draft Transit Development Plan for review, comment, and approval.
- C. Publish Final Transit Development Plan
 - Prepare PowerPoint presentation for PTAC and Burlington City Council.
 - Provide City of Burlington staff copies of the Final Transit Development Plan for approval. Although City of Burlington staff will obtain approval from the City Council, the Proposer must be present at the City Council meeting to field questions.

Task 3 Publish the Transit Facility Study in accordance with the subtasks listed within this scope of work.

3.0 Background

The primary goal of the Transit Facility Study is to recommend the best location(s) and provide a conceptual layout for a new operations and maintenance facility, transfer plaza/hub in downtown Burlington, and the potential for additional transfer locations. Other Plan goals include:

- Recommendations on phasing to ensure that the facilities will serve the area's short-range and long-range needs as the population and transportation system grows and as new public transportation technologies are implemented.
- Provide estimated capital and operating costs for the administrative/maintenance facility, transfer plaza, and other transfer locations at full build-out, as well as costs associated with a phased approach to development.
- Altering current and proposed routes from the Transit Development Plan to make the best use of all Link Transit facilities and ensure that the routes and facilities are

passenger friendly.

3.1 Develop Work Plan, Schedule, and Outreach Program

- Develop a work plan to guide and manage the project.
- Establish a schedule with milestones.
- Establish a process for communication with the sponsoring agencies.
- Develop a public involvement plan to conduct outreach for various tasks.

3.2 Collect Data and Assess Needs

- To develop an understanding of the current public transportation environment, it is necessary to complete the following tasks:
 - Review available public transportation survey findings, and conduct additional surveys as needed.
 - Review anticipated downtown developments and city growth, current and future public transportation operations plans and other information that could affect the project.
 - Research and review peer facilities.
 - Identify potential opportunities and issues.
 - Develop a demographic profile of the population in the Plan area to determine existing geographical concentration of transit dependency or need from existing BGMPO, census, and transit survey data sources;
 - Develop an employer profile from existing BGMPO and other employer-based data;
 - Identify existing major traffic generators and high traffic corridors including major transit attractors and generators;
 - Survey existing transit users within the community, (public and private) for assessing existing and future transit services; and
 - Identify opportunities for increased transit services to attract non-transit dependent trips.
 - In coordination with the Steering Committee, refine project goals and objectives.

3.3 Validation of Space Needs

Based on interviews with the system staff, the following information would be compiled on each functional area:

- Thoroughly review the current facilities and system to understand the needs at each facility, and for potential future facilities.
- Transit system(s) mission and function;
- Staff by type and number - current and historic;
- Current space allocations and unmet space needs;
- Equipment with significant impact on space needs;
- Degree of automation and communication;
- Data/record storage practices and requirements;
- Relationship to general public access and visitation; and
- Parking needs and traffic generation characteristics.

Average square foot space needs per employee, by individual component/personnel classification, will be defined, along with space needs for specialized equipment, meeting rooms, and other non-personnel space needs. The net square footage requirement for each component of the proposed facility will be determined. The total quantity of land required to accommodate the proposed facility will be determined by identifying the following:

- Total square footage required for structures such as administrative/operations facility, maintenance area, fueling bays, etc.;
- On-site vehicle and equipment storage;
- Employee and patron parking requirements;
- Vehicular access and maneuvering; and
- Future expansion requirements.

3.4 Identification of Sites

If possible, three potential choices for the location of the transit facility should be determined. Note that it may be helpful to initiate the assistance of a local commercial real estate broker to assist in compiling a list of potential sites. A profile of each potential site will be developed utilizing the following criteria:

- Review potential sites and associated property records
- Identify if best course of action is to have a new facility constructed or repurpose a current facility
- Review development plans that may affect sites
- Review sites for environmental issues that could present a fatal flaw
- Site location;
- Total acreage;
- Amount of usable space;
- Physical advantages/disadvantages;
- Geographical advantages/disadvantages;
- Environmental concerns including water and air quality impacts;
- Street access and traffic issues;
- Cost projections for land procurement, site preparation, and all other aspects of facility development;
- Potential constraints impacting development and/or facility operation;
- Compatibility with surrounding land uses;
- Local codes and zoning regulations;
- Work in conjunction with the City of Burlington updated Unified Development Code and Downtown Master Plan and make recommendations accordingly;
- Special requirements impacting site development and/or facility operations;
- Accessibility and convenience for other transportation providers/modes;
- Allowance for future growth and expansion; and
- Availability and ease of land acquisition.
- Recommend three (3) candidate sites for further analysis.

3.5 Title VI Equity Analysis

To comply with Title VI requirements as outlined in 49 CFR §21.5(b)(3) and as described in FTA Circular 4702.1B, a Title VI Facility Equity Analysis (often called a site equity analysis) must be completed early in the planning process for a maintenance facility (such as a bus garage) and **before a site is selected**. The purpose of the Title VI Equity Analysis is to determine whether the site or location of a facility will result in discrimination on the grounds of race, color, or national origin. Bus stops or transfer facilities generally do **not** require a site equity analysis, as those are covered during the NEPA process. Additional information and details may be found in [FTA Circular 4702.1B](#), Chapter III, Section 13.

3.6 Public Involvement

It is essential that public input be received during the site consideration process. This can be accomplished by:

- Establishing two-way communication with the local community in order to gather input on transit needs and to discuss transit service alternatives;
- Determining the approach to identify different constituent groups;
- Establishing a time schedule for conducting public meetings;
- Identifying the mechanism for including public comments into final recommendations;
- Meeting with constituencies that represent transportation disadvantaged individuals and transit access issues;
- Offer quality opportunities for public, rider, and business input into the Plan process to ensure that we fully understand their needs and issues. This may include some less-traditional approaches to obtaining input.
- Develop a public involvement plan that allows for face-to-face involvement as well as virtual options. The Plan must include ways to obtain virtual input, and not be limited to only gathering public input through in-person meetings.
- Surveying potential consumers and agencies; and
- Conducting a public hearing and recording the results.

3.7 Site Selection Criteria

Evaluation criteria and a ranking system for each potential site based upon those criteria would be developed. The focus of the selection criteria for determining the most viable transit facility site would concentrate on the following factors:

- Access - Highway/street system, traffic congestion;
- Physical/Geographic Features - Total site size, configuration (ratio of length to width), contiguity, soil bearing capacity, slope, drainage, flood plains, wetlands, easements, hazardous wastes, and zoning and land use;
- Availability of Utilities - Electricity, water, sewer;
- Availability and Cost - Publicly owned land, privately owned land, local

- tax base impact, projected land cost; and
- Public Opinion - Determined through meetings and surveys.
- Adverse Impact on Minority or Low-Income Populations – Where effects are disproportionately high, site selection may only be carried out if further mitigation measures or alternatives that would reduce the disproportionately high and adverse effects are not practicable. In determining whether a mitigation measure or alternative is "practicable," the social, economic (including costs) and environmental effects of avoiding or mitigating adverse effects will be considered.
- Develop preliminary site layout for candidate sites based on conceptual layout
- Evaluate and rank candidate sites based on established criteria
- Recommend preferred site
- Note that it may be helpful to prepare a site evaluation matrix. A ranking system, based on local considerations and priorities, should be devised with weighted scores for each evaluation criteria due to some factors being more critical than others in the successful development of the proposed transit operations and maintenance facility and central transfer hub facilities. A site recommendation would be made using the evaluation criteria and ranking system.

3.8 Implementation Plan

Once a decision on the site has been made for the operations and maintenance facility and central transfer hub, the facility implementation Plan will be developed including the following:

- Proposed space plan;
- Adjacency diagrams indicating the spatial relationships between functional elements of the facility;
- Total facility and site size recommendations;
- Renovation and/or development costs, as appropriate;
- Recommended project budget, including A/E fees, impact fees and other costs;
- Estimate of operation costs and revenue sources;
- If applicable, develop a cost allocation methodology to establish an equitable distribution of costs commensurate with benefits;
- Possible funding partners;
- Preliminary assessment on the potential environmental determination request to be made by the project; and

Task 4 Publish the Transit Facilities Study in accordance to the subtasks listed within this scope of work.

4.1 Publish Transit Facilities Study

- Develop Work Plan, Schedule, and Outreach Program (Task 3.1)
- Collect Data and Assess Needs (Task 3.2)
- Validation of Space Needs (Task 3.3)
- Identification of Sites (Task 3.4)

- Title VI Equity Analysis (Task 3.5)
- Public Involvement (Task 3.6)
- Site Selection Criteria (Task 3.7)
- Implementation Plan (Task 3.8)

PROJECT SPECIFICS

Project Schedule and Budget

1. Provide a detailed budget and schedule for the following tasks and subtasks:

Tasks	Description
1	Prepare Transit Development Plan
1.1	Prepare Overview of Transit System
1.2	Review and Update Goals, Objectives, and Standards
1.3	Service and System Evaluation
1.4	Operations, Marketing Plan and Financial Plan
1.5	Capital Improvement Program
1.6	Gap Analysis and Service Implementation Plan
2	Publish Transit Development Plan
2.1	Publish Transit Development Plan
3	Draft Transit Facility Study
3.1	Develop Work Plan, Schedule, and Outreach Program
3.2	Collect Data and Assess Needs
3.3	Validation of Space Needs
3.4	Identification of Sites
3.5	Title VI Equity Analysis
3.6	Public Involvement
3.7	Site Selection Criteria
3.8	Implementation Plan
4	Publish Transit Facilities Study
4.1	Publish Transit Facilities Study

Major Project Deliverables

City of Burlington staff will review each required and optional deliverable and provide comments to the consultant. Prior to the consultant submitting the final versions of each deliverable, The City of Burlington must approve each deliverable's format and content.

Tasks	Required Deliverables	Required Format	Due Date
3.1	Draft Transit Development Plan to City of Burlington Staff	Consultant shall provide 5 Bound Hardcopies and a Data Copy in Microsoft Word and Adobe Acrobat format. All tables shall be provided in a Microsoft Excel format	9-30-2023

3.1	Final Transit Development Plan to City of Burlington Staff	Consultant shall provide 10 Bound Hardcopies and a Data Copy in a Microsoft Word and Adobe Acrobat format. All tables shall be provided in a Microsoft Excel format.	11-30-2023
4.1	Draft Transit Facilities Study to City of Burlington Staff	Consultant shall provide 5 Bound Hardcopies and a Data Copy in Microsoft Word and Adobe Acrobat format. All tables shall be provided in a Microsoft Excel format	3-31-2024
4.1	Final Transit Facilities Study to City of Burlington Staff	Consultant shall provide 10 Bound Hardcopies and a Data Copy in a Microsoft Word and Adobe Acrobat format. All tables shall be provided in a Microsoft Excel format.	5-30-2024

Project Meeting and Reporting Requirements

1. Meetings

- a. The Proposer shall meet with City of Burlington staff on a monthly basis during the duration of the project. The Proposer shall provide meeting minutes to City of Burlington staff within five (5) business days after each meeting.

2. Progress Reports

- a. For each monthly reporting period, the Proposer shall provide a progress report covering its accomplishments. The progress reports shall contain the following:
 1. A description of the work completed;
 2. Tasks expected to be performed for the next reporting period; and
 3. Explanation of problems and delays encountered for the current reporting period, and anticipated for the next reporting period.
- b. The Proposer shall provide progress reports to the City of Burlington in a Microsoft Word format no later than seven (7) business days after each reporting period.

SERVING: Alamance Community College |
Alamance County Offices | Burlington | Elon | Gibsonville

FOLLOW THE BUSES
IN REAL TIME:

Visit mylinktransit.org,
call (336) 429-5465, or text
LINK [Stop Number] to 41141.



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EFFECTIVE JUNE 2023

ROUTE MAP & RIDE GUIDE

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WHAT DO THE BUS STOPS LOOK LIKE?

Signs in corresponding route colors are located at each stop. They may be mounted individually, on existing sign poles or on light posts.

IS THERE A FARE TO RIDE?

No. Link Transit is fare free! Just hop on and take a seat.



WAITING FOR THE BUS

- Arrive at the bus stop at least 5 minutes early.
- Each bus stop sign is identified with the route color name. When waiting for the bus, stand at the nearest bus stop sign.
- Link Transit buses only stop at Link Transit Bus Stop signs/locations.
- Each bus is identified by the route color name located on a digital display on the front and side of the bus.
- Do not approach the bus until it has come to a complete stop.

ENTERING LINK TRANSIT VEHICLES

- Stand back to allow riders to exit the bus before you board.
- Priority Seating for persons with disabilities has been designated. Other passengers are asked to allow senior citizens and persons with disabilities to sit in this area, even if it means that other passengers are required to change seats or to stand.
- Once aboard, please take a seat. If you must stand, please hold onto a stanchion.



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234 E. Summit Avenue
Burlington NC 27215

SAFETY

- Boarding and leaving the bus is at your own risk, please make wise choices based upon your mobility level. The next stop may be more accessible than the current stop.
 - Video surveillance cameras are in use on every Link Transit bus for your safety.
 - Take your seat as soon as possible.
 - Do not change seats unless absolutely necessary.
 - Children are not permitted to ride in strollers while on the bus. In addition, strollers must be closed and stowed safely while on the bus.
 - Mobility devices utilized by passengers must be secured in the Priority Seating area while on the bus.
 - All Link Transit vehicles are equipped to accommodate 2 bicycles. Load bicycles onto the front of bus prior to boarding.
 - Do not carry open cans, bottles, or food on the bus.
 - No smoking/vaping or alcoholic beverages allowed on Link Transit buses.
 - Weapons are prohibited on Link Transit buses.
 - No items or conditions are permitted on the bus that may pose a health hazard for other riders or transit staff.
 - No disruptive behavior or abusive language will be permitted.
 - SHIRT, PANTS and SHOES are REQUIRED when riding the bus.
 - Playing individual radios on the bus distracts the driver and other passengers. For this reason, individual radios, electronic games and equipment are prohibited on Link Transit buses unless with headphones.
 - Passengers must have a destination. All passengers will be required to disembark at the Transfer Hub in Downtown Burlington. **No round trip riding is allowed.**
- HOW DO I TRANSFER FROM BUS TO BUS?**
Simply board another Link Transit route at locations where two or more Link Transit buses meet. The best location to transfer is at the Transfer Hub on Worth Street, Holly Mill Mall or North Park Library.
- HOW DO I TELL THE DRIVER I NEED TO GET OFF?**
Pull the yellow cord located along the window line to alert the driver you would like to exit at the next stop.



FARE FREE

TDD/TTY: 711 This printed material will be provided in an alternative format or languages upon request.

For additional transportation in Alamance County, please call ACTA at 336.222.0565 or visit acta-nc.com. For transportation to Elon University, contact Elon Express at elon.edu/u/fa/transportation.

Those unable to navigate the fixed route system may qualify for the Paratransit System door-to-door service. Call 336.417.5338.

LINK TRANSIT IS ADA ACCESSIBLE

All Link Transit vehicles are equipped to accommodate wheelchairs and other mobility devices. Priority Seating is available for persons with disabilities as well as senior citizens.

This free app displays real time bus arrival/departures for iOS, Android and desktop users. Look for the Transit or Moovit app in the App Store or Google Play, or go online to mylinktransit.org.



MONDAY – SATURDAY | 8 AM – 5 PM
SUNDAY | 1 PM – 4 PM



For information about riding the bus call or visit linktransit.org.

FARES & TRANSFERS

Link Transit is fare free! Hop on and take a seat. Limited service on Christmas Eve and New Years Eve. Call us or visit the website for details.

MONDAY - FRIDAY | 5:30 AM - 9:30 PM
SATURDAY | 9:25 AM - 6:30 PM

No bus service on holidays. Holidays include New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day.



EXITING LINK TRANSIT VEHICLES

- Exit from the front door when leaving a Link Transit bus. Have all items with you and prepare for exit before the bus stops. This allows for orderly exits and helps keep the bus on schedule.
- Do not cross the street or walk in front or behind the bus until it has moved away from the bus stop.
- Pull the cord located along the top of the bus to indicate to the driver that you would like to exit at the next available stop.
- Persons with disabilities should request use of the ramp to exit at the front of the bus.

LOST AND FOUND

If you think you left something on a Link Transit vehicle please call 336.222.5465. Articles found on Link Transit vehicles will be kept at the Link Transit office. Unclaimed articles will be discarded after 30 days.

CONNECT WITH LINK TRANSIT

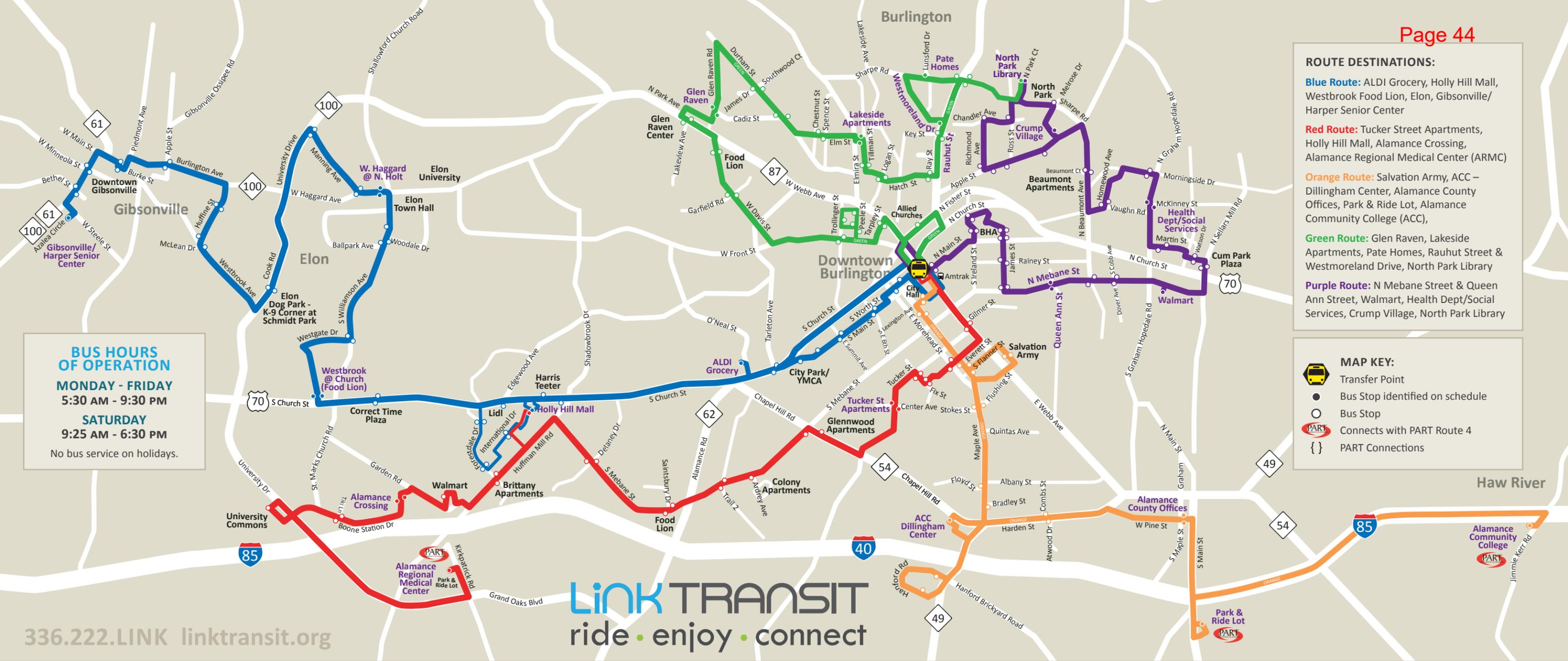
[f](https://www.facebook.com/LinkTransitNC) [@LinkTransitNC](https://www.instagram.com/LinkTransitNC)

Link Transit uses Twitter, Facebook and Instagram to efficiently and effectively communicate with you by providing relevant, timely, and interesting information.

TITLE VI OF THE CIVIL RIGHTS ACT OF 1964

The City of Burlington/Link Transit is committed to ensuring that no person is excluded from participation in or denied the benefits of its services on the basis of race, color or national origin, as provided by Title VI of the Civil Rights Act of 1964, as amended.

For more information, or to file a complaint, contact the Link Transit Manager, 234 E. Summit Ave, Burlington, NC 27216 via mail or call 336.222.7351 or contact FTA Office of Civil Rights, Attention: Title VI Program Coordinator, East Building — 5th Floor TCR, 1200 New Jersey Avenue SE, Washington, DC 20590.



BUS HOURS OF OPERATION
MONDAY - FRIDAY
 5:30 AM - 9:30 PM
SATURDAY
 9:25 AM - 6:30 PM
 No bus service on holidays.

- ROUTE DESTINATIONS:**
- Blue Route:** ALDI Grocery, Holly Hill Mall, Westbrook Food Lion, Elon, Gibsonville/ Harper Senior Center
 - Red Route:** Tucker Street Apartments, Holly Hill Mall, Alamance Crossing, Alamance Regional Medical Center (ARMC)
 - Orange Route:** Salvation Army, ACC – Dillingham Center, Alamance County Offices, Park & Ride Lot, Alamance Community College (ACC),
 - Green Route:** Glen Raven, Lakeside Apartments, Pate Homes, Rauhut Street & Westmoreland Drive, North Park Library
 - Purple Route:** N Mebane Street & Queen Ann Street, Walmart, Health Dept/Social Services, Crump Village, North Park Library

- MAP KEY:**
- Transfer Point
 - Bus Stop identified on schedule
 - Bus Stop
 - Connects with PART Route 4
 - PART Connections

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BLUE												RED							ORANGE							GREEN							PURPLE																													
OUTBOUND						INBOUND						OUTBOUND				INBOUND			OUTBOUND				INBOUND			OUTBOUND				INBOUND																																
	ALDI Grocery	Holly Hill Mall	Westbrook @ Church (Food Lion)	W. Haggard @ N. Holt	ARRIVE: Gibsonville/ Harper Senior Center	DEPART: Gibsonville/ Harper Senior Center	W. Haggard @ N. Holt	Westbrook @ Church (Food Lion)	Holly Hill Mall	ALDI Grocery	Downtown Burlington Worth @ Webb Sts.	Tucker Street Apartments	Holly Hill Mall	Alamance Crossing	ARRIVE: Alamance Regional Medical Center	DEPART: Alamance Regional Medical Center	Alamance Crossing	Holly Hill Mall	Tucker Street Apartments	Downtown Burlington Worth @ Webb Sts.	ACC – Dillingham Center	Alamance County Offices	Park & Ride Lot	ARRIVE: Alamance Community College	DEPART: Alamance Community College	Park & Ride Lot	Alamance County Offices	ACC – Dillingham Center	Downtown Burlington Worth @ Webb Sts.	Glen Raven	Lakeside Apartments (Elm St./Tillman St)	Pate Homes (Lundsford Dr./Sharpe Rd)	Rauhut St./ Westmoreland Dr	ARRIVE: North Park Library	DEPART: North Park Library	Lakeside Apartments (Elm St./Tillman St)	Glen Raven	Downtown Burlington Worth @ Webb Sts.	Downtown Burlington Worth @ Webb Sts.	N Mebane St/ Queen Ann St	Walmart	Health Dept/ Social Services	Crump Village	ARRIVE: North Park Library	DEPART: North Park Library	Health Dept/ Social Services	Walmart	N Mebane St/ Queen Ann St	Downtown Burlington Worth @ Webb Sts.													
6:30	6:40	6:48	6:55	7:02	7:15	7:15	7:26	7:34	7:40	7:48	7:56	8:00	8:08	8:20	8:32	8:44	8:45	8:57	9:05	9:15	9:23	9:30	9:38	9:50	10:02	10:14	10:15	10:27	10:35	10:45	10:53	8:00	8:13	8:22	8:26	8:31	8:41	8:49	8:54	9:04	9:15	8:00	8:18	8:25	8:35	8:38	8:41	8:45	8:52	8:59	9:19	8:00	8:15	8:19	8:26	8:34	8:38	8:45	8:56	9:03	9:06	9:21
9:30	9:40	9:48	9:55	10:02	10:15	10:15	10:26	10:34	10:40	10:48	10:56	11:00	11:08	11:20	11:32	11:44	11:45	11:57	12:05	12:15	12:23	11:00	11:13	11:22	11:26	11:31	11:41	11:49	11:54	12:04	12:15	11:00	11:13	11:22	11:26	11:31	11:41	11:49	11:54	12:04	12:15	9:30	9:48	9:55	10:05	10:08	10:11	10:15	10:22	10:29	10:49	9:30	9:45	9:49	9:56	10:04	10:08	10:15	10:26	10:33	10:36	10:51
11:00	11:10	11:18	11:25	11:32	11:45	11:45	11:56	12:04	12:10	12:18	12:26	12:30	12:38	12:50	1:02	1:14	1:15	1:27	1:35	1:45	1:53	12:30	12:43	12:52	12:56	1:01	1:11	1:19	1:24	1:34	1:45	12:30	12:48	12:55	1:05	1:08	1:11	1:15	1:22	1:29	1:49	11:00	11:18	11:25	11:35	11:38	11:41	11:45	11:52	11:59	12:19	11:00	11:15	11:19	11:26	11:34	11:38	11:45	11:56	12:03	12:06	12:21
12:30	12:40	12:48	12:55	1:02	1:15	1:15	1:26	1:34	1:40	1:48	1:56	2:00	2:08	2:20	2:32	2:44	2:45	2:57	3:05	3:15	3:23	2:00	2:13	2:22	2:26	2:31	2:41	2:49	2:54	3:04	3:15	2:00	2:18	2:25	2:35	2:38	2:41	2:45	2:52	2:59	3:19	12:30	12:48	12:55	1:05	1:08	1:11	1:15	1:22	1:29	1:49	12:30	12:45	12:49	12:56	1:04	1:08	1:15	1:26	1:33	1:36	1:51
2:00	2:10	2:18	2:25	2:32	2:45	2:45	2:56	3:04	3:10	3:18	3:26	3:30	3:38	3:50	4:02	4:14	4:15	4:27	4:35	4:45	4:53	3:30	3:43	3:52	3:56	4:01	4:11	4:19	4:24	4:34	4:45	3:30	3:48	3:55	4:05	4:08	4:11	4:15	4:22	4:29	4:49	3:30	3:48	3:55	4:05	4:08	4:11	4:15	4:22	4:29	4:49	3:30	3:45	3:49	3:56	4:04	4:08	4:15	4:26	4:33	4:36	4:51
3:30	3:40	3:48	3:55	4:02	4:15	4:15	4:26	4:34	4:40	4:48	4:56	5:05	5:13	5:25	5:37	5:49	5:50	6:02	6:10	6:20	6:28	5:05	5:18	5:27	5:31	5:36	5:46	5:54	5:59	6:09	6:20	5:05	5:18	5:27	5:31	5:36	5:46	5:54	5:59	6:09	6:20	5:05	5:23	5:30	5:40	5:43	5:46	5:50	5:57	6:04	6:24	5:05	5:20	5:24	5:31	5:39	5:43	5:50	6:01	6:08	6:11	6:26
5:05	5:15	5:23	5:30	5:37	5:50	5:50	6:01	6:09	6:15	6:23	6:31	6:35	6:43	6:55	7:07	7:19	7:20	7:32	7:40	7:50	7:58	6:35	6:48	6:57	7:01	7:06	7:16	7:24	7:29	7:39	7:50	6:35	6:48	6:57	7:01	7:06	7:16	7:24	7:29	7:39	7:50	6:35	6:53	7:00	7:10	7:13	7:16	7:20	7:27	7:34	7:54	6:35	6:50	6:54	7:01	7:09	7:13	7:20	7:31	7:38	7:41	7:56
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Bold times indicate PM. Outlined times indicate Saturday hours. RED indicates connection with PART Route 4. partnc.org | 336.883.7278

TIPS FOR RIDING

- Link Paratransit is an origin to destination demand response paratransit service. Operators may assist customers to the front door as long as they are within the line of sight of their vehicle. Link Paratransit vehicles cannot be left unattended.
- All customers are strongly encouraged to wear seatbelts. Wheelchair customers will wear a lap belt. Child car seats are not provided, customers must provide their own child car seats. Link Paratransit operators can assist up to 25 pounds.
- Any other additional assistance will require the use of a personal care attendant (PCA).
- Space is limited, so limit yourself to five (5) packages, that you can carry.
- Just like the bus, Link Paratransit operate on a schedule. Your 30 minute window is 15 minutes before or after the time requested for pick up. Link Paratransit operators will only wait five (5) minutes and drive on if the customer is not ready.
- Subscription Service—For customers that have a regular travel pattern, subscription service is available on a limited basis. This puts customers on a regular schedule, so you do not need to request every trip individually. Link Paratransit can only accommodate a limited number of subscription requests. Please call us for more details on this service.
- Customers with service animals or traveling with a respirator or portable oxygen supply are welcome on Link Paratransit.
- Remember—Link Paratransit is a shared ride experience. You may have other customers on the same bus as you.

TRIP CANCELLATIONS

If your travel plans change, we request that you call in to cancel within two hours of your arranged pick up time. If we don't receive a cancellation call, you will receive a no-show for the missed trip.

If we receive your cancellation call less than one (1) hour, it will be noted as a "late cancellation". Because the service is so important to so many people, we must enforce a suspension for abuse of our service. The overall rate for no-shows and late cancellations will be considered to determine if there is a pattern or practice for excessive no-shows/late cancellations. **Please review the Link Paratransit Rider's Guide for more details.**

VISITORS

If you are visiting Burlington, Elon, Gibsonville and Alamance County and use ADA paratransit where you live, you may also enjoy the benefits of ADA paratransit service on Link Paratransit. Simply call (336) 417-5338 or TDD/TTY: 711 though the Relay Service to be added to our client list. After 21 days, you will need to certify with Link Paratransit.

TRAVEL TRAINING

You can learn how to ride fixed route transit buses for free! Travel Training is available for anyone wanting independence, and a lower cost transit trip. Travel Training will teach you how to board and deboard a bus, access a bus stop and read a bus schedule. To request this FREE service, call (336) 222-7351 or email info@linktransit.org.



CALL US...WE WILL BE AROUND!

General Link Transit and Link Paratransit Customer Service is available from 8:00 a.m. to 5:00 p.m. Monday – Saturday, by calling (336) 222.LINK (5465) Answers to most questions can be found on the web: linktransit.org.

SOCIAL MEDIA



Link Transit uses Twitter, Facebook and Instagram to efficiently and effectively communicate with you by providing relevant, timely, and interesting information.

For comments, concerns, questions or suggestions regarding Link Transit and Link Paratransit services please contact the Transit Manager by calling: (336) 222-7351 fax to: (336) 222-5004, writing to: Link Transit, Attn: Transit Manager, 234 East Submit Avenue, Burlington, NC 27215 or by emailing: info@linktransit.org. ADA complaint forms are also available at linktransit.org.



DEMAND RESPONSE ADA COMPLEMENTARY PARATRANSIT SERVICE

In Burlington, Elon, Gibsonville and Unincorporated Alamance County within ¾ Mile Radius of Link Transit Routes

(336) 417-5338

TDD/TTY: 711 THROUGH RELAY SERVICE

LINKTRANSIT.ORG

Effective June 2023

WELCOME ABOARD!

Welcome to Link Paratransit! Link Transit operates this origin to destination demand response paratransit service within the City of Burlington, Town of Gibsonville, Town of Elon and unincorporated Alamance County within a 3/4 mile radius of either side of a Link Transit non express fixed route in accordance with the Americans for Disabilities Act (ADA), Monday through Saturday for those eligible with disability that prevents the use or access of Link Transit.

Link Paratransit can be used for work, medical, appointments, school, meetings, senior services, events and much more. Vehicles are wheelchair accessible for at least two wheelchairs. We hope you will enjoy your ride on Link Paratransit.

ADA CERTIFICATION IS THE TICKET TO RIDE!

Link Paratransit is reserved for those who need us— qualifying persons with disabilities unable to board Link Transit buses or access a bus stop due to their disability as defined by three categories in the ADA. To become ADA certified, you need to fill out an ADA Certification Application, which is available by calling **(336) 417-5338 (TDD/TTY: 711 through the Relay Service)** or downloading from www.linktransit.org. Once you fill out the application, mail the application to Link Transit's ADA eligibility contractor.

All persons using Link Paratransit is subject to an in-person assessment to determine if you have a disability that prevents access or use of Link Transit. Once the application process has been completed, you will receive a decision by mail in 21 days.

Your decision may indicate:

- Unconditional certification
- Conditional certification
- Denial of certification

A denial of certification or a conditional certification decision may be appealed. The appeal process is outlined in the letter, or a copy of the policy is available by calling Link Transit at (336) 222-5465(LINK), or visiting linktransit.org.

SERVICE HOURS AND SERVICE AREA

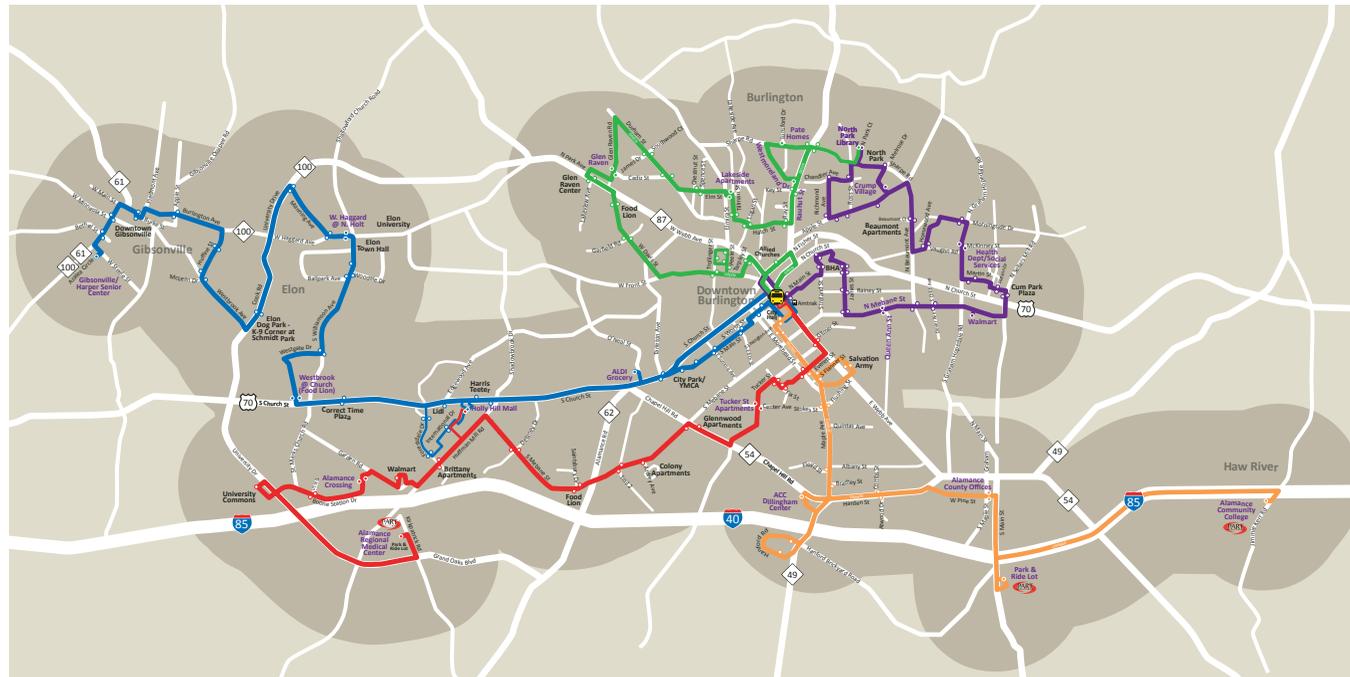
Service hours are generally from 5:30 a.m. to 9:30 p.m. Monday through Friday and 9:25 a.m. to 6:30 p.m. on Saturday. There is no service on New Years Day, Memorial Day, Independence Day, Labor Day, Thanksgiving or Christmas Day. As Link Transit fixed route service ends for the day, so does Link Paratransit for that particular area.

SERVICE HOURS:
 5:30 a.m. – 9:30 p.m. | Monday through Friday
 9:25 a.m. – 6:30 p.m. | Saturday

If you are eligible for Link Paratransit and live outside Link Transit fixed route service area, you must find alternate transportation to get to the Link Paratransit service area before Link Paratransit can pick you up, during the same hours as Link Transit fixed route service in that area.

Other customers that do not meet the eligibility criteria listed under ADA certification cannot ride Link Paratransit. Check out Link Transit and see if those services meet your needs.

Link Paratransit only operates within a 3/4-mile radius of Link Transit routes. If you need transportation beyond these boundaries, please contact Alamance County Transportation Authority at (336) 222-0565 or visit acta-nc.com.



RESERVATIONS:
 (336) 417-5338 (TDD/TTY: 711 through the Relay Service)

RESERVATIONS

Call (336) 417-5338 (TDD/TTY: 711 through the Relay Service) for reservations. Book rides online by using My Transit Manager. Visit mytransitmanager.com for details or download app from Google Play or the App Store.

Reservations must be made for next day service up to seven (7) days in advance. Reservations are taken Monday through Saturday from 8:00 a.m. to 5:00 p.m., 1:00 p.m. to 4:00 p.m. on Sunday. There is a voice mail box for reservations made after hours.

FARES

Link Paratransit is fare free!
 Just make your reservation and when the bus arrives, ride on!



MOBILITY DEVICES

All Link Paratransit vehicles are fully equipped with a wheelchair lift or ramp and a wheelchair securement area with space for up to two wheelchairs or mobility devices. The operator will provide assistance with normal boarding or exiting, wheelchair securement and operation of the lift.



Link TRANSIT

ride • enjoy • connect

Now serving Elon on Blue Route!

Service every 90 minutes:

Monday through Friday – 5:30 a.m. to 9:30 p.m.

Saturday – 9:30 a.m. to 6:30 p.m.



Link TRANSIT

ride • enjoy • connect

@ night

evening service
until 9:30 PM

Last trip departing
downtown Burlington

at 8:05 PM,
Monday-Friday

PUBLIC HEARING PROPOSED FARE STRUCTURE ON LINK TRANSIT

A public hearing is scheduled to hear testimony on the proposed fare structure for Link Transit effective late autumn 2023, early winter 2024. The proposed fare structure is below:

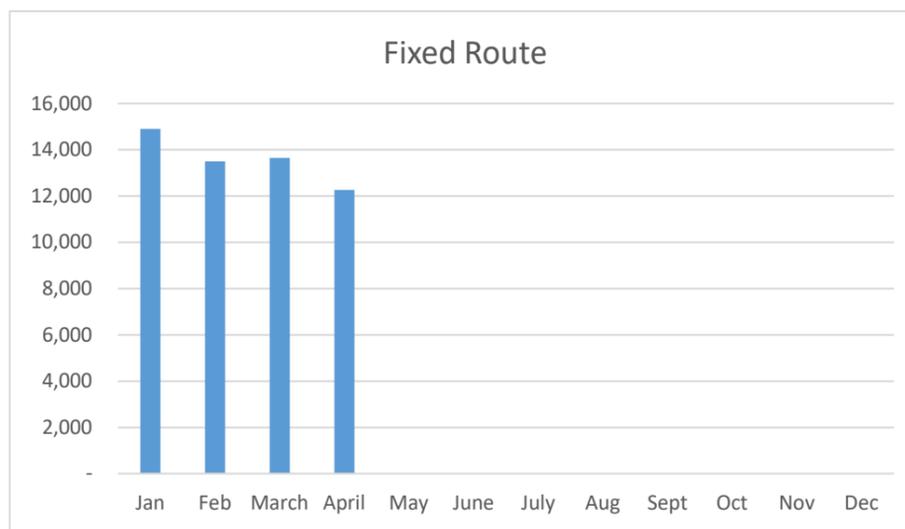
Link Transit Fare Schedule					
Effective 2023		One Way Pass	One Day Pass	10-Ride Pass	31-Day Pass
General Fare	All passengers not eligible for a discount	\$1.00	\$4.00		\$20.00
Discount Fare	Seniors: Age 60+ with proper identification (driver's license, transit senior identification) Disabled: With disabled identification issued from Triad transit agency Veterans Discount: With U.S. Department of Defense and Veterans Affairs retired identification card, county Issued Veteran identification card, or NC Driver License with "Veteran" label Medicare: With valid Medicare identification or transit Issued Medicare identification Students: Ages 6 through 18 years old, and students with an ID card from any accredited institution	50 cents	\$2.00		\$10.00
Paratransit Fare	Based on eligibility	\$2.00		\$20.00	
Free	NC By Train Transfer, children 5 and under, Link Transit employees, transfer to another route within 30 minutes				

A public hearing will be held before the Burlington City Council on Tuesday, July 18, 2023 at Burlington Municipal Building, 425 South Lexington Avenue, Burlington, NC 27215 at 7:00 PM in the City Council Chambers. You can take Link Transit Orange Route or Paratransit to this meeting. The hearing will occur before the last bus departs at 8:05 p.m. from downtown Burlington.

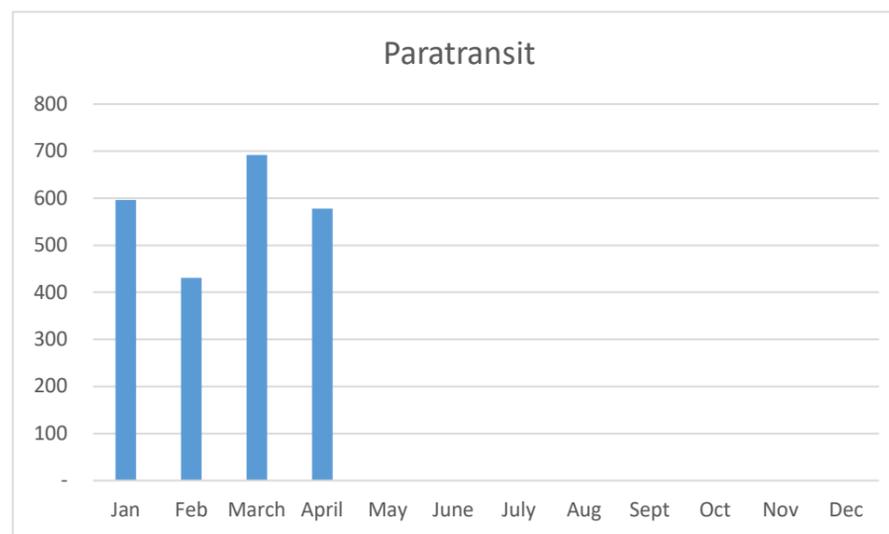
Should changes be approved by Burlington City Council, the proposed changes will take effect late autumn 2023, early winter 2024.

We invite the public to comment on the proposed Link Transit fare structure. For further information, please email, mail or fax questions or comments to John Andoh, Transit Manager, Link Transit, 234 East Summit Avenue, Burlington, NC 27215, e-mail jandoh@burlingtonnc.gov and telephone (336) 222-7351, or fax (336) 222-5004.

FR 2023	TOTAL
Jan	14,896
Feb	13,499
March	13,641
April	12,268
May	
June	
July	
Aug	
Sept	
Oct	
Nov	
Dec	
TOTAL	54,304



PARA 2023	TOTAL
Jan	596
Feb	431
March	692
April	578
May	-
June	-
July	-
Aug	-
Sept	-
Oct	-
Nov	-
Dec	-
TOTAL	2,297



FY	Value	LINK TRANSIT	2016	2017	2018	2019	2020	2021	2022	2023
FY 16	9,377	FIXED ROUTE								
FY 17	79,498	January		6,643	5,992	8,285	7,027	4,243	6,807	14,896
FY 18	85,703	February		6,410	7,067	8,011	6,609	3,449	7,761	13,499
FY 19	104,551	March		6,528	6,343	7,809	6,315	4,605	9,792	13,641
FY 20	88,052	April		6,065	6,440	10,223	3,273	3,880	9,615	12,268
FY 21	50,093	May		6,734	7,105	12,476	5,150	4,669	10,153	
FY 22	99,653	June	9,377	8,461	7,790	9,964	3,967	3,818	11,924	
FY 23	139,062	July	5,145	6,833	7,869	9,484	3,958	4,660	12,587	
		August	7,779	7,746	8,122	10,831	3,957	7,394	14,439	
		September	5,961	7,854	7,352	7,678	5,033	7,294	14,269	
		October	6,743	8,107	9,809	10,178	4,071	8,983	14,868	
		November	6,479	7,661	8,523	8,891	4,021	8,563	14,394	
		December	6,550	6,765	6,108	8,649	4,389	8,455	14,201	
		TOTAL	48,034	85,807	88,520	112,479	57,770	70,013	140,810	54,304

FY	Value	LINK	2016	2017	2018	2019	2020	2021	2022	2023
FY 16	66	PARATRANSIT								
FY 17	2,403	January		200	285	485	498	368	400	596
FY 18	4,366	February		185	393	382	521	384	459	431
FY 19	4,649	March		246	414	425	439	492	528	692
FY 20	4,443	April		209	385	423	239	453	471	578
FY 21	4,741	May		235	464	438	237	414	534	
FY 22	4,126	June	66	228	428	394	329	505	547	
FY 23	5,268	July	110	255	379	422	277	440	460	
		August	147	281	432	461	328	467	501	
		September	183	410	381	440	480	497	625	
		October	204	483	497	546	461	498	593	
		November	229	407	519	496	366	513	640	
		December	172	322	336	458	418	450	612	
		TOTAL	1,111	3,461	4,913	5,370	4,593	5,481	6,370	2,297