



**Link Transit System**  
**Public Transit Advisory Commission (PTAC)**

**Tuesday April 9, 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 March 12, 2019 meeting minutes** **Chairman Bromilow**
  
- 3) **Link Transit Spring/Summer Marketing and Outreach** **Rob Killebrew**

**INFORMATION:** At the March meeting PTAC requested staff to bring the Spring/Summer marketing plan. Link Transit will be participating in three job/resource fairs in the coming months with ACC and retirement facilities. Staff will provide examples of promotional items along with mailer template. Link Transit Staff will also be promoting a ridership milestone in April of 250K riders since the beginning of service in June 2016.

**RECOMMENDATION/ACTION:** Review and Discuss.

**4) Fare Free Promotion/3 Year Link Anniversary**

**Rob Killebrew**

**INFORMATION:** Link Transit will celebrate its 3 year anniversary on June 6 2019. To promote the anniversary and increase ridership staff recommends a fare free week from June 3-7 2019. No fare will be collected during this week.

**RECOMMENDATION/ACTION:** Review and discuss information. Consider recommending the Burlington City Council adopt a fare free week from June 3-7, 2019

**5) Link Transit and ACTA Service Coordination**

**Rob Killebrew**

**INFORMATION:** 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. Staff has developed ridership information and maps to assist PTAC with this discussion.

**RECOMMENDATION/ACTION:** Review and discuss. Consider options for Link Transit and ACTA to coordinate ACTA general purpose trips at Link Transit existing bus stops/shelters. Recommend Link and ACTA develop an operating agreement to facilitate the general purpose trip coordination. Discuss methods for collaboration and rider fare coordination.

**6) Link Transit Operations Report**

**Rob Killebrew**

- Fixed Route & Paratransit Report
- Bus Stop data / Annual Statistics
- Upcoming Events / Other Items

**7) Other Business**

**Chairman Bromilow**

- Reports & Questions from PTAC Members
- Other Items / Agenda topics for next meeting
- **Next Meeting Scheduled for May 14, 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 March 12, 2019

5:30PM

#### MEMBERS PRESENT

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

#### OTHERS PRESENT

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

#### MEMBERS ABSENT

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.

After the introductions of PTAC members, Mr. Nunn gave a special introduction to Rob Killebrew, City of Burlington's new Transit Manager. Mr. Nunn explained after holding an assessment panel and interviewing each qualified candidate, it was determined Mr. Killebrew was the best fit for this position. Mr. Nunn told the PTAC members that Mr. Killebrew has been with Link Transit from the startup of operations as the Transdev General Manager. Mr. Nunn said that the purpose in hiring a Transit Manager was to have someone that could give Link Transit the full time approach that it needed. Mr. Nunn shared that part of Mr. Killebrew's job description would be conducting the PTAC meetings from here on. Chair Bromilow questioned if this was Mr. Nunn's last official appearance on the PTAC board. Mr. Nunn said he planned to still attend the meetings but was comfortable passing on this duty to Mr. Killebrew as he has been a part of Link Transit since June 2016 and is very aware of Link Transit operations and ridership.

Mr. Killebrew gave a brief background on his past work experience. Mr. Killebrew shared his experience with how he became involved with the transit industry. Mr. Killebrew said the moment he was given the opportunity to become a transit driver at Texas State University, while attending the university as a student; he grew an interest in transit. Mr. Killebrew shared he has been with Transdev in Burlington since May 2016 and helped with the startup operations of Link Transit.

Mr. Killebrew felt as the new Transit Manager, it was important to share his personal goals in Link Transit. Mr. Killebrew listed off his top goals he would like to see improvement on with the Link Transit System.

- Continue the ridership growth
- Educate the community on Public Transit
- Market our system
- Sustainability
- Transit system growth
- Use the transit system himself more often!

#### Approval of March 12, 2019 meeting minutes/ Changes to agenda

The March 12, 2019 agenda was reviewed. No changes were made to the Agenda. Mike Mills made a motion to approve and Howie Norwick seconded the motion. All PTAC members voted in approval for the March 12, 2019 Agenda.

The October 9, 2018 minutes were reviewed. Steve Carter made a motion to approve the minutes and Moses Corbett seconded the motion. All PTAC members voted in approval of the October 9, 2018 meeting minutes.

#### Year in Review 2018 Update

Mr. Killebrew presented the Link Transit operating and ridership statistics for January to December 2018. Mr. Killebrew said being that Link Transit just recently began service June 6, 2016; we are still one of the newest transit systems in the country. Mr. Killebrew shared Link Transit provided 88,526 passenger trips from January-December 2018. Mr. Killebrew said as most of you know the City of Burlington contracts Transdev services to operate the Link Transit buses. Their staff includes 16 drivers, an operations manager, a general manager and a mechanic.

Fixed route (January-December 2018):

- Link Transit traveled 223,322 revenue miles
- Total Revenue Hours 16,451
- 0 reportable accidents

- 2 preventable accidents
- 3 non-preventable accidents

Mr. Mills questioned what the difference was between reportable and preventable accidents. Mr. Killebrew explained preventable accidents is when the operator didn't do all that they could to prevent the accident. Mr. Killebrew explained when it comes to reportable accidents, FTA guidelines require an accident to be reported if someone was injured or a vehicle is removed from service. Mr. Killebrew stated Transdev's definition of an accident is any time the vehicle touches anything other than pavement; example a tire touches the curb. Mr. Killebrew said the two preventable accidents Transdev was at fault and the three non-preventable accidents were Transdev was not at fault and could not prevent those accidents. Mr. Carter questioned is an example of the non-preventable accidents would be if someone rear-ended the bus. Mr. Killebrew responded, as long as Transdev did everything possible to prevent that accident, then it is considered a non-preventable accident.

Mr. Killebrew presented the ridership by day, month and week. Mr. Killebrew said when looking at the ridership at a year's glance to keep in mind the extension of hours began mid-year in July 2018 with services extending to 8pm. Mr. Killebrew stated there was a noticeable decrease in ridership in the month of September due to inclement weather conditions. Mr. Killebrew explained Hurricane Florence had a heavy impact on Link Transit fixed route system, with torrential downpour for well over a week many people chose to stay indoors. Mr. Killebrew also shared in the months of January and December 2018 there were a few "snow days" which delayed the Link Transit system.

Mr. Killebrew shared with PTAC the top ten bus stops in ridership growth during 2018:

1. Holly Hill Mall (red/blue routes)
2. N Mebane St Walmart (purple route)
3. ACC (orange route)
4. Garden Rd Walmart (red route)
5. ARMC (red route)
6. North Park Library (purple/green routes)
7. West Pine St County Offices (orange route)
8. Maple Ave and Floyd St (orange route)
9. Sharpe Rd Family Dollar (purple route)
10. Sellers Mills/Church St Food Lion (purple routes)

As an advocate for ACTA, Mr. Faucette questioned how Link Transit and ACTA could continue to co-exist but combined transit efforts. Mr. Faucette questioned if it was feasible for Link Transit to expand the  $\frac{3}{4}$  of mile distance to allow more of ACTA's clientele from the rural areas/ outskirts of the Link Transit routes to ride. Mr. Faucette suggested another option may be for ACTA to bring riders to the bus stops of Link

Transit and then Link Transit carry them into town. Mr. Nunn said unfortunately those guidelines have been set by federal regulations for the Paratransit system. Mr. Nunn said as far as riders getting on the fixed route; they would be responsible for walking or getting to the bus stops.

Chairman Bromilow questioned the Link Transit systems total income for the year; from the fareboxes, grants, and donation given by sponsors. Mr. Nunn said the farebox income is roughly \$30,000 to \$40,000 per year, the grant provides 50% of operations (\$400,000), \$200,000 from Burlington and \$75,000 from the county, United Way and ACC. Mr. Norwick questioned the forecasted revenue/budget for this year. Mr. Nunn replied because the City of Burlington has a service provider (Transdev) Link Transit knows what their expenses will be and doesn't get out of line with that budget set. Mr. Nunn explained the grant pays 50/50 and is based on population and growth; a federal grant called the Urban Area Formula. Mr. Carter said the projected population for 2035 is 204,000 in Alamance County which is currently 162,000.

Mr. Carter shared he is a member on the PART and ACTA boards. Mr. Carter shared the state has mentioned for efficiency purposes they would like to see all three transit systems combine into one administration; ACTA, PART & Link Transit. Mr. Carter explained that the piedmont area is growing so rapidly, the state believes it would be more efficient with one transportation group versus three serving Alamance County. Mr. Norwick said at this time it is difficult enough for the county to see how important it is to provide public transportation services to citizens whom are without transportation of their own.

### Link Transit Operations Report

Mr. Killebrew presented the Link Transit Operations Report.

January 2017 to December 2017 - Fixed Route:

- Total riders 85,807
- Monthly average of 7150 riders

January 2018 to December 2018 - Fixed Route:

- Total riders 88,520
- Monthly average of 7377 riders

Fixed Route: January 2019 ridership showed a 38% increase; which was abnormally high in ridership for the month of January. Mr. Killebrew mentioned after speaking with PART, they experienced the same increase of ridership for the month of January.

Mr. Mills questioned have certain routes shown an increase in ridership more than others. Mr. Killebrew responded that they are all trending together with the increase in

ridership. Chairman Bromilow asked how does staff track new riders on the Link Transit system. Mr. Killebrew said mostly by word of mouth; potential new riders calling the Link line asking how the system operates and bus drivers noticing new faces on the buses.

ParaTransit:

- Jan - Feb 867 trips
- One month with a decrease
- Double digit increase from prior years
- 4913 Passenger Trips in 2018

Chair Bromilow requested next meeting for Mr. Killebrew to present a comparison of ParaTransit ridership from year 2017 to year 2018. Mr. Norwick expressed the need for this type of service at the Cancer Center and wondered how we could communicate this type of service to ARMC. Mr. Killebrew said that our focus is the fixed route. Mr. Killebrew explained that the Paratransit service is complimentary to the fixed route; there are currently two buses and the service is full. Mr. Killebrew mentioned Transdev is looking into adding an additional bus to the Paratransit service. Chair Bromilow suggested placing Link Transit route maps in the lobby/waiting areas of the hospitals next to the TVs.

Mr. Killebrew briefly presented an overview of the bus stop data. Chairman Bromilow requested Mr. Killebrew email a chart of ridership by route to members. Mr. Carter questioned if Link staff could present a map of the overlay of ACTA services throughout the Link Transit routes.

Mr. Faucette said if we could come up with a way to get the ACTA riders to the bus stops along the Link Transit routes, maybe the two could work hand in hand. Mr. Faucette said he rather see Link Transit work with ACTA, over PART to continue serving Alamance County transportation needs. Mr. Carter said from a county commission, city council perspective, and the issue with the state government looking at supporting PART; efficiency is where we can benefit from what other transportation groups are doing and complement each other. Mr. Faucette said especially with ACTA's budget getting cut back. Mr. Norwick said comparing ACTA to public transit is apples to oranges; not only does ACTA except Medicaid, pick up riders in rural areas, but they do charge a much higher price for the convenience that Link Transit riders cannot afford. Mr. Norwick said Link Transit offers affordable public transportation to anyone along our routes and even offers affordable paratransit services that correlate with the fixed route system. Mr. Norwick questioned if the county was willing to subsidized ACTA to reduce their price and submerge it into the system we already have established as Link Transit. Link Transit gets whatever subsidies they can get from the federal government but if we are able to consolidate and ACTA services become cheaper for all of the citizens to use. Mr. Norwick explained the next step would be to



get additional funding which could be provided by the county but it is tough enough getting additional funding from the City of Graham or other areas within Alamance County. Mr. Norwick said the purposes of the PTAC meetings are more so to promote ridership on Link Transit. Mr. Carter suggested creating a partnership between the two systems and seeing if they can complement each other. Chairman Bromilow said if you are thinking of combining two transportation systems you are looking at saving on the administration level, but may not save in others being you would still have the same amount of drivers to pay out. Chairman Bromilow didn't feel the idea of dropping off ACTA clients at a Link Transit bus stop and having Link Transit carry them to their destination was being efficient. Mr. Carter said the state is giving out money towards public transportation needs and is looking to become more efficient with the money. Mr. Carter explained the state will look and see where there is currently overlap in services and try to figure out how where public transportation in Alamance County can improve in efficiency. Mr. Nunn said Link staff would provide more information on this discussion at the next PTAC meeting along with a map of the overlap of the two transportation systems.

#### Other Business

Mr. Mills questioned the areas of the next two bus shelters installations. Mr. Nunn said Link staff was currently working on the RFPs to get the bus shelters and if everything goes as planned there would be a bus shelter at the City Park YMCA and a location at Alamance Crossing. Mr. Nunn explained the funds for the two new bus shelters would not be available until July 1, 2019.

Mr. Mills asked what the event was Link Transit staff held at the temporary transfer hub in February and if Link Transit had planned on participating in any more upcoming events. Mr. Killebrew responded that Link Transit staff came up with an idea to have a Valentine's Day event at the temporary transfer hub downtown on February 14, 2019 to thank our riders and let them know we care about their transportation needs. Mr. Killebrew said staff handing out cookies, link transit giveaways and route maps from 12:30PM to 2:30PM. Mr. Killebrew said Link Transit would also be participating in the St. Paddy's Day Bash Downtown Burlington March 16, 2019 starting at 5PM. Mr. Killebrew explained that staff would be there handing out fun Link Transit headbands along with our route maps and then a Link bus would be there from 5PM to 10PM offering a complimentary shuttle service.

Chairman Bromilow suggested adding Link Transit's marketing plan for the upcoming season to the April Agenda.

#### Adjournment

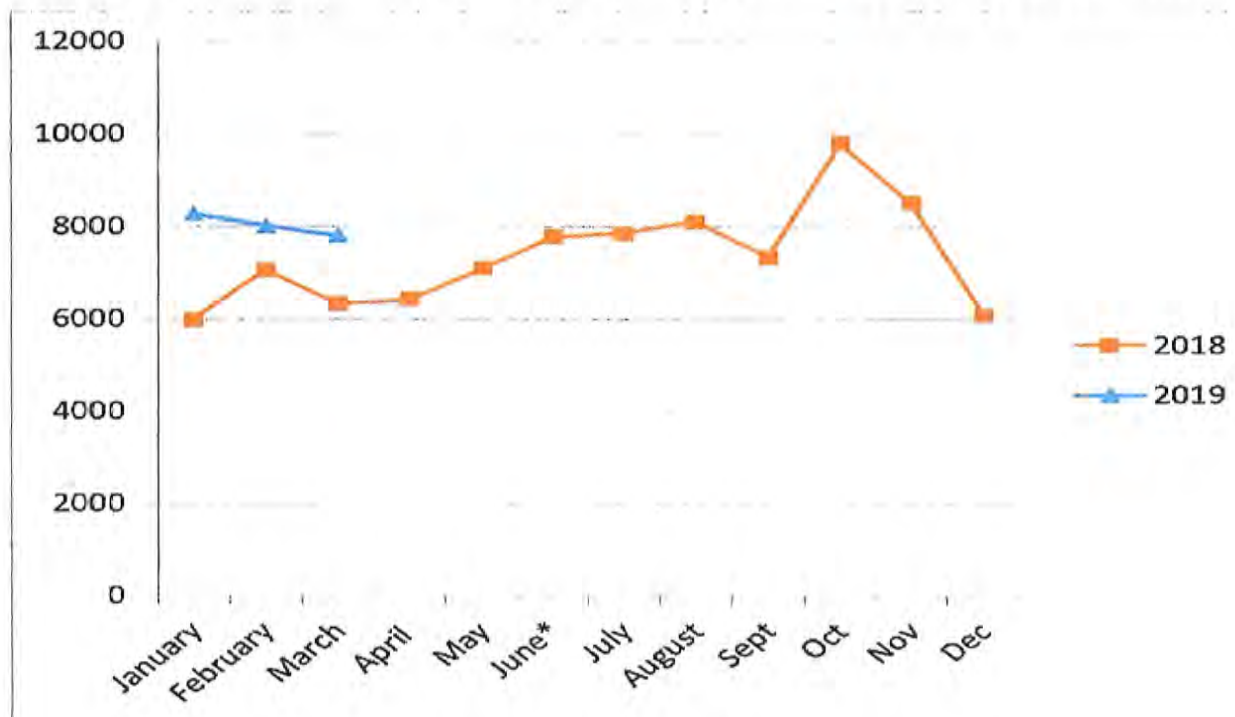
With no further questions, Chairman Bromilow said the next scheduled meeting is April 9, 2019. Chairman Bromilow adjourned the PTAC meeting at approximately 6:33

pm. \_\_\_\_\_ made a motion to adjourn the meeting and \_\_\_\_\_ seconded the motion. All PTAC members voted in approval.

## Fixed Route

FIXED	2017	2018	2019
January	6643	5992	8285
February	6410	7067	8011
March	6528	6343	7809
April	6065	6440	
May	6734	7105	
June*	8461	7790	
July	6833	7869	
August	7746	8122	
Sept	7854	7352	
Oct	8107	9809	
Nov	7661	8523	
Dec	6765	6108	
<b>TOTAL</b>	<b>85807</b>	<b>88520</b>	<b>24105</b>

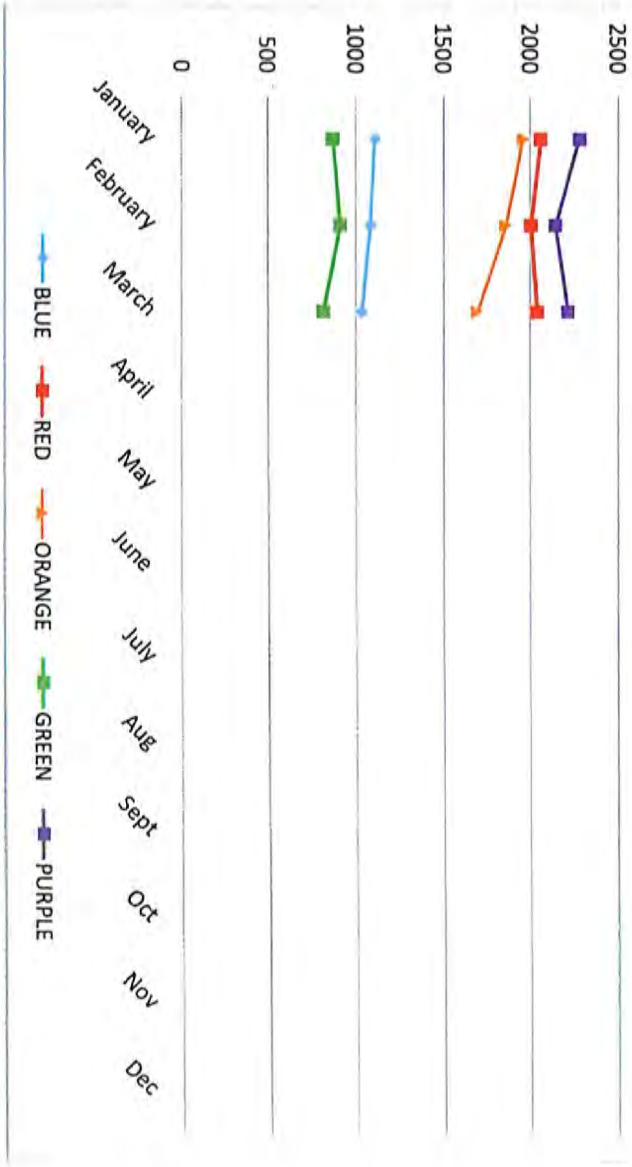
Transloc Hits	2017	2018	2019
January	7653	12072	14156
February	8173	9086	12115
March	8263	10806	10614
April	6145	9770	
May	5933	9741	
June*	7478	9168	
July	7631	8814	
August	17818	12463	
Sept	18778	13347	
Oct	17341	12356	
Nov	13580	12611	
Dec	7537	12582	
<b>TOTAL</b>	<b>126330</b>	<b>132816</b>	<b>36885</b>



# Data by Route

	January	February	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	TOTAL
<b>BLUE</b>	1111	1085	1036										3232
<b>RED</b>	2062	2006	2042										6110
<b>ORANGE</b>	1961	1863	1698										5522
<b>GREEN</b>	872	913	816										2601
<b>PURPLE</b>	2279	2144	2217										6640
	8285	8011	7809										24105

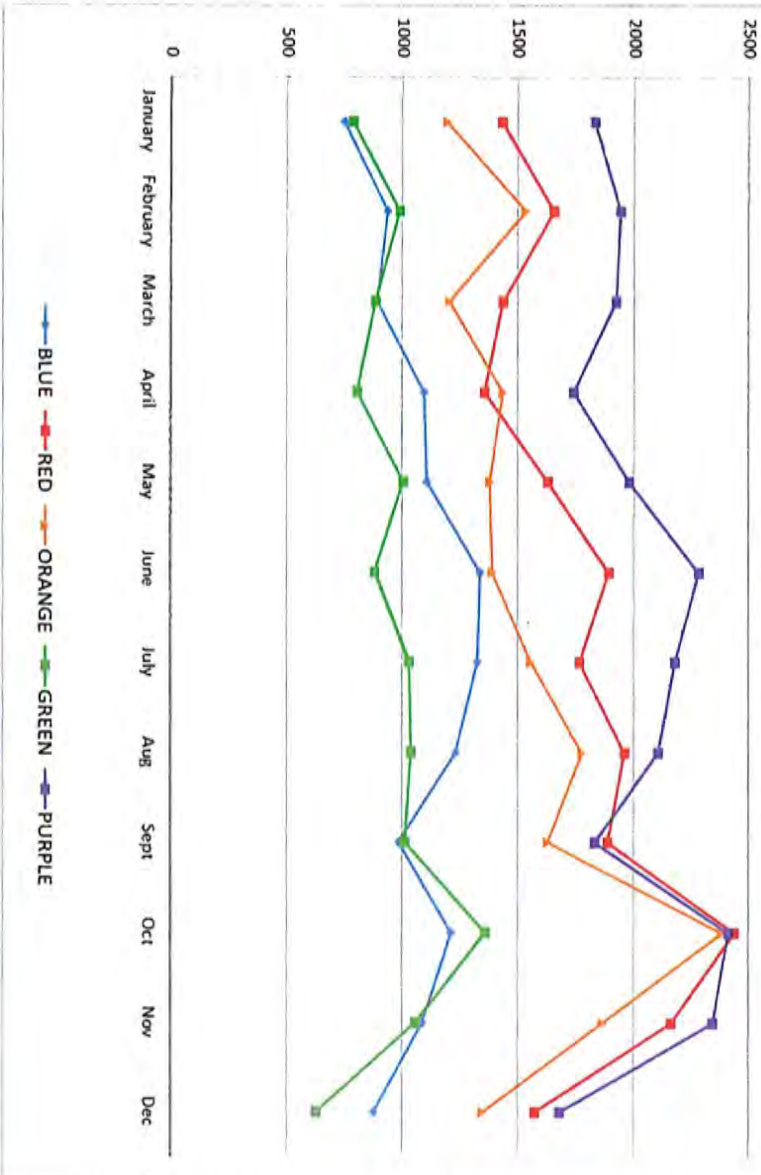
2019 Route Data



# Data by Route 2018

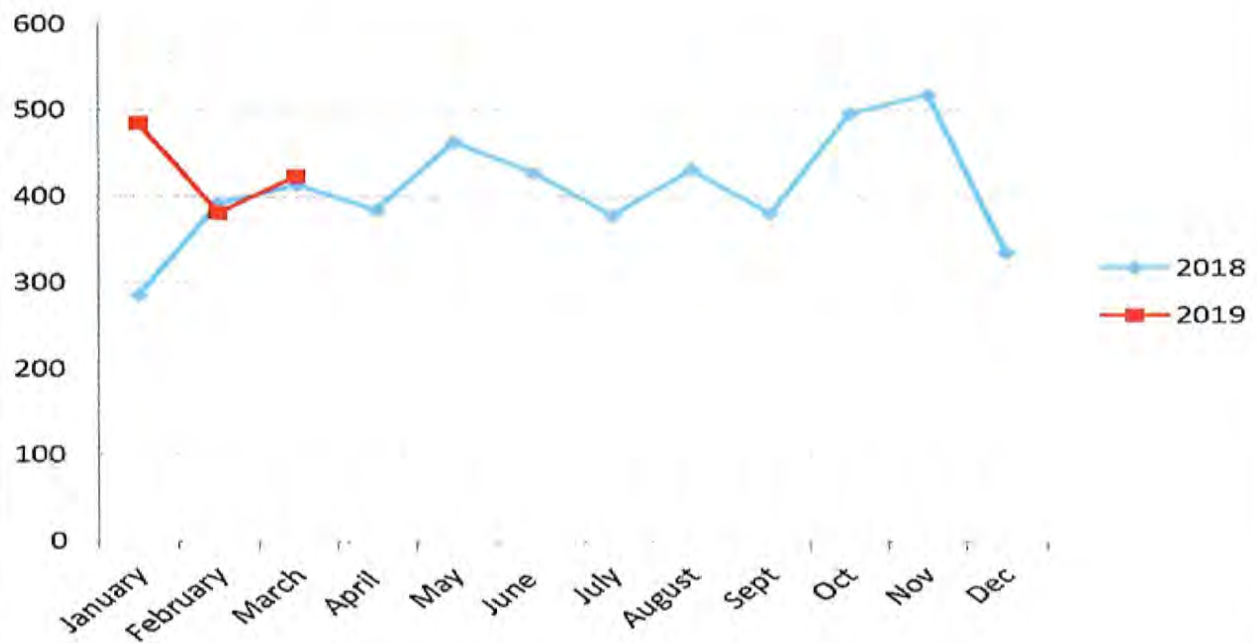
	January	February	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	TOTAL
<b>BLUE</b>	745	936	890	1097	1107	1339	1329	1233	984	1213	1089	877	12839
<b>RED</b>	1435	1658	1439	1358	1631	1893	1768	1963	1891	2437	2165	1573	21211
<b>ORANGE</b>	1194	1538	1207	1439	1380	1394	1561	1782	1631	2385	1869	1351	18731
<b>GREEN</b>	785	991	882	803	1004	881	1033	1037	1014	1363	1058	626	11477
<b>PURPLE</b>	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



## Para-Transit

PARA	2017	2018	2019
January	200	285	485
February	185	393	382
March	246	414	425
April	209	385	
May	235	464	
June	228	428	
July	255	379	
August	281	432	
Sept	410	381	
Oct	483	497	
Nov	407	519	
Dec	322	336	
<b>TOTAL</b>	<b>3461</b>	<b>4913</b>	<b>1292</b>



<b>BUS STOP DATA/ 3RD QRT</b>					
<b>2018</b>					
				QrtTotal	19,402
EDUCATION/EMPLOYMENT/HEALTHCARE/SERVICES	JAN	FEB	MARCH	TOTAL	%ofQRT RIDERSHIP
ALAMANCE COMMUNITY COLLEGE	566	606	625	1797	9%
ACC DILLINGHAM CENTER PLAZA	114	116	175	405	2%
ALAMANCE REGIONAL MEDICAL	389	393	436	1218	6%
GRAHAM HOPEDALE RD MCKINNEY /DSS	223	251	267	741	4%
N. FISHER STREET TRADE STREET/ ALLIED CHURCH	21	20	17	58	0%
					22%
RETAIL/ GROCERY					
N. MEBANE ST / WALMART	570	646	488	1704	9%
HOLLY HILL MALL BLUE/RED LINE	594	543	605	1742	9%
SELLERS MILL CHURCH ST. CUM PARK PLAZA	223	289	268	780	4%
0 NEAL STREET ALDI GROCERY	87	147	119	353	2%
WESTBROOK SHOPPING CENTER FOOD LION	98	137	158	393	2%
GARDEN ROAD/ WALMART	243	274	318	835	4%
W. DAVIS STREET FOOD LION	79	92	44	215	1%
					31%
PARK & RIDE/ GIBSONVILLE/ GRAHAM					
W. PINE STREET/ MAPLE ST/ FIRE DEPT	302	365	288	955	5%
GRAHAM PARK & RIDE	147	215	78	440	2%
HARPER SENIOR CENTER GVILLE	57	55	88	200	1%
BURKE STREET RED CABOOSE/ DTOWN GVILLE	76	128	134	338	2%
					10%
OTHER HIGH USE LOCATIONS					
MAPLE AVENUE/ FLOYD STREET	148	162	191	501	3%
CHANDLER COURT HOUSING	79	77	74	230	1%
MORNINGSIDE DRIVE APARTMENTS	187	227	269	683	4%
TUCKER STREET CENTER COURT APTS	142	145	84	371	2%
FAIRFAX ST. /N. IRELAND STREET (BHA)	133	124	156	413	2%
HUFFMAN MILL ROAD/ FORESTDALE	90	139	77	306	2%
					13%

<b>BUS STOP BOARDING / 3RD QRT</b>						
<b>2019</b>					Qrt Total	24,105
<b>EDUCATION/EMPLOYMENT/HEALTHCARE/SERVICES</b>	<b>JANUARY</b>	<b>FEBRUARY</b>	<b>MARCH</b>	<b>TOTAL</b>	<b>% of QRT RIDERSHIP</b>	
ALAMANCE COMMUNITY COLLEGE	622	653	744	2019	8%	
ACC DILLINGHAM CENTER PLAZA	210	201	220	631	3%	
ALAMANCE REGIONAL MEDICAL	428	431	586	1445	6%	
GRAHAM HOPEDALE RD MCKINNEY /DSS	266	244	208	718	3%	
N. FISHER STREET TRADE STREET / ALLIED CHURCH	22	48	22	92	0%	
					<b>20%</b>	
<b>RETAIL / GROCERY</b>						
N. MEBANE ST / WALMART	558	657	639	1854	8%	
HOLLY HILL MALL BLUE/RED LINE	980	1036	806	2822	12%	
SELLERS MILL CHURCH ST. CUM PARK PLAZA	315	343	306	964	4%	
O NEAL STREET ALDI GROCERY	161	147	171	479	2%	
WESTBROOK SHOPPING CENTER FOOD LION	121	160	148	429	2%	
GARDEN ROAD / WALMART	449	436	394	1279	5%	
W. DAVIS STREET FOOD LION	77	51	62	190	1%	
					<b>33%</b>	
<b>PARK &amp; RIDE / GIBSONVILLE / GRAHAM</b>						
W. PINE STREET / MAPLE ST / FIRE DEPT	421	442	262	1125	5%	
GRAHAM PARK & RIDE	225	233	239	697	3%	
HARPER SENIOR CENTER GVILLE	69	64	88	221	1%	
BURKE STREET RED CABOOSE / DTOWN GVILLE	177	155	186	518	2%	
					<b>11%</b>	
<b>OTHER HIGH USE LOCATIONS</b>						
MAPLE AVENUE / FLOYD STREET	107	115	222	444	2%	
CHANDLER COURT HOUSING	115	106	138	359	1%	
MORNINGSIDE DRIVE APARTMENTS	239	275	231	745	3%	
TUCKER STREET CENTER COURT APTS	92	155	138	385	2%	
FAIRFAX ST. /N. IRELAND STREET (BHA)	74	91	71	236	1%	
HUFFMAN MILL ROAD / FORESTDALE	131	79	78	288	1%	
					<b>10%</b>	





This is our second monthly newsletter. As promised, we're continuing to provide you with up-to-date information on passenger rail traffic and operations in NC.

### How does your station's annual passenger traffic compare with others in NC?

We now have precise 2018 passenger traffic information for all NC stations (no more estimates.)

Rank	Station	Traffic^	Trains
1	Charlotte	169,010	Ca/Pi/Cr
2	Raleigh	153,792	Ca/Pi/SS
3	Greensboro	116,469	Ca/Pi/Cr
5	Cary	81,534	Ca/Pi/SS
4	Durham	74,089	Ca/Pi
6	Wilson	53,934	Ca/Pa
7	Rocky Mount	51,365	Ca/Pa/SS/SM
8	Fayetteville	50,528	Pa/SM
9	High Point	31,048	Ca/Pi
10	Burlington	21,888	Ca/Pi
11	Salisbury	20,693	Ca/Pi/Cr
12	Kannapolis	18,858	Ca/Pi
12	Selma	12,290	Ca/Pa
14	Southern Pines	6,925	SS
15	Hamlet	4,005	SS
16	Gastonia	1,251	Cr

### Spotlight on CAROLINIAN Service

Daily Trains 79 & 80

79 from New York to Charlotte

80 from Charlotte to New York

The Carolinian is partially financed and supported by the State of North Carolina. Train 80 provides the first of four daily trips between Charlotte and Raleigh before continuing to Selma, Wilson and

Rocky Mount, and then northbound to New York via stations in VA, DC, MD, DE, NJ. Train 79 departs New York each morning and provides the 4<sup>th</sup> (and last) daily train between Raleigh and Charlotte.

### Spotlight on High Point (HPT)

**2018 Passenger Traffic = 31,048**

(plus 4,101 on Winston-Salem Connector Buses)

#### Top 10 City Pairs by Ridership

1. Charlotte, 2. Raleigh, 3. Washington DC,
4. Durham, 5. Cary, 6. New York NY,
7. Salisbury, 8. Philadelphia PA,
9. Kannapolis, and 10. Greensboro.

Trains stopping at High Point are the day-time Carolinian and Piedmonts, and the night-time Crescent (New York-New Orleans). The High Point Amtrak Station is in the center of the downtown area, and the Red Lion Hotel is only one block's walk away across Main Street. The HiTran transit center is located adjacent to the station, reachable by way of the pedestrian bridge across the tracks. High Point is the connection point for bus services from Winston-Salem and Winston-Salem State University. Next month: CARY

### Statewide Ridership Increase on Trains Serving North Carolina

The annual NC passenger traffic (boardings and alightings) from trains within and passing through North Carolina increased from 847.9K in 2017 to 868.8K in 2018, an increase of 2 ½ percent, halting four years of decline since 2013 when annual passenger traffic was 958.5K. Also, 314.2K passengers passed through NC, boarding and alighting outside the state.

### NORTH CAROLINA ON TRACK

is an initiative of the Carolinas Association for Passenger Trains (CAPT) to focus attention on passenger rail issues and economic opportunities in North Carolina.

[www.ncontrack.org](http://www.ncontrack.org)



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### Times News

- ❑ Full page ads once a month
- ❑ Reaches our current riders
- ❑ Potential to reach new riders
- ❑ Try passing along success stories
- ❑ Plan to run a full page add the Saturday or Sunday before our June anniversary

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### Mailers

- ❑ Mailers will be sent to areas around underperforming stops
- ❑ Send mailer to green and blue routes
- ❑ Mailer to Gibsonville in May

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### Job Fair/Resource Fair

- Attending multiple job fairs at ACC in April and May
- Resource fairs at ACC Dillingham Center in April and May
- Resource fair at St. Marks Church in April

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### Facebook

- Facebook is targeted
- Brand Awareness
- Broad spectrum of potential riders

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### Public Information Office

- Burlington Public Information Office will assist
- Website [www.burlingtonnc.gov](http://www.burlingtonnc.gov)
- Twitter @burlingtonnc
- Facebook

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### Twitter @linktransitnc

- ▣ Great job promoting events
- ▣ Keeping information up to date
- ▣ 317 followers
- ▣ Promote Transloc use

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### Events

- ▣ 250K Riders Since June 6, 2016
- ▣ Fare free event for 3<sup>RD</sup> anniversary-June
- ▣ National Night Out in August
- ▣ Gibsonville events

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### Questions?

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Link Transit and ACTA Service Coordination

April 2019



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Information

- 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. Staff has developed ridership information and maps to assist with this discussion.



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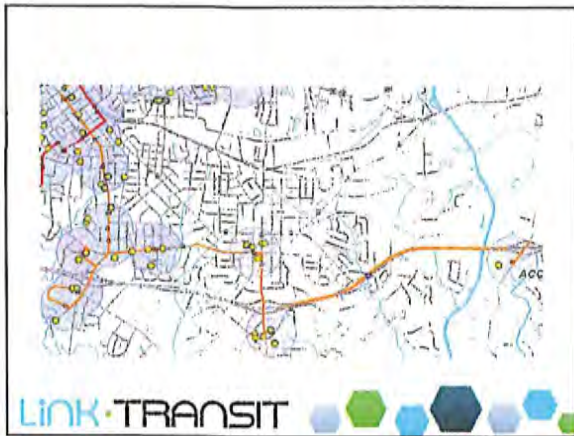
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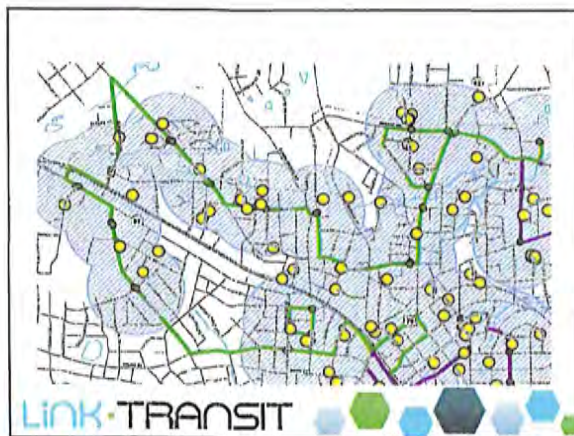
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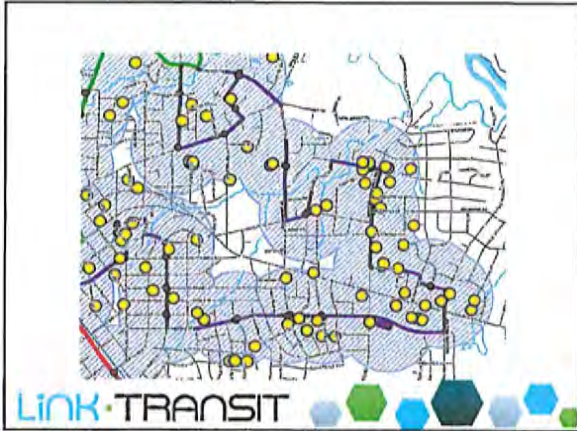
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**Trips within ¼ of a Mile**

- 3,612 trips originated and ended within ¼ of a mile of Link Transit from July 1 2017-June 2018
- FTA standard for fixed route transit planning is a ¼ walk distance

LINK TRANSIT

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**Summary**

- ACTA general purpose trips serve many of the same Link Transit destinations.
- Passenger coordination at temporary transfer hub or bus stops can benefit both systems and passengers.
- Coordination of general purpose and fixed route trips maximizes operating grant funds.



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Questions/ Next Steps



The logo for LINK TRANSIT features the text "LINK TRANSIT" in a blue, sans-serif font. To the right of the text is a decorative graphic consisting of several overlapping hexagons in various colors: light blue, green, dark blue, and grey.

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OPERATIONS UPDATE

- January to March = 24,105 total passengers
- January- March Monthly Average: 8,035 passengers per month



LINK·TRANSIT

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2019

	January	February	March
<b>BLUE</b>	1111	1085	1036
<b>RED</b>	2062	2006	2042
<b>ORANGE</b>	1961	1863	1698
<b>GREEN</b>	872	913	816
<b>PURPLE</b>	2279	2144	2217
	8285	8011	7809

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LINK·TRANSIT

FIXED	2017	2018	2019
January	6643	5992	8285
February	6410	7067	8011
March	6528	6343	7809
April	6065	6440	
May	6734	7105	
June*	8461	7790	
July	6833	7869	
August	7746	8122	
Sept	7854	7352	
Oct	8107	9809	
Nov	7661	8523	
Dec	6765	6108	
<b>TOTAL</b>	<b>85807</b>	<b>88520</b>	<b>24105</b>

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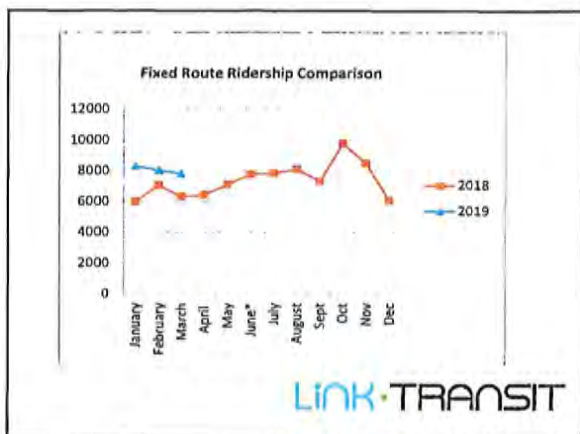
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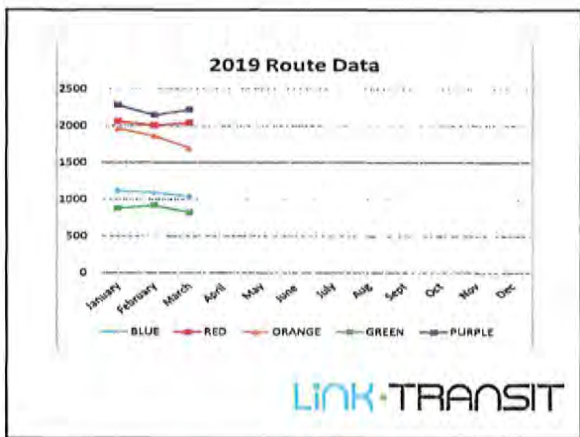
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PARATRANSIT	2017	2018	2019
January	200	285	485
February	185	393	382
March	246	414	425
April	209	385	
May	235	464	
June	228	428	
July	255	379	
August	281	432	
Sept	410	381	
Oct	483	497	
Nov	407	519	
Dec	322	336	
<b>TOTAL</b>	<b>3461</b>	<b>4913</b>	<b>1292</b>

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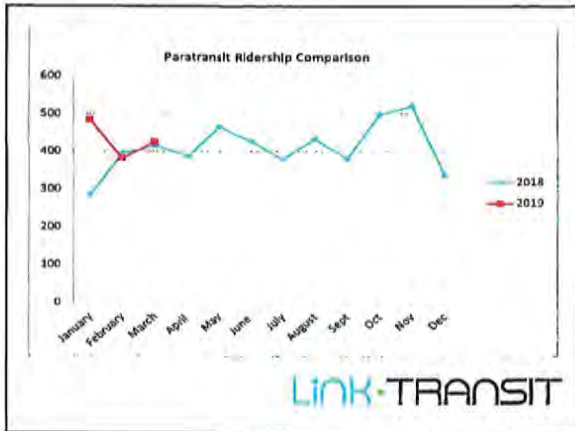
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LINK TRANSIT



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**OPERATIONS UPDATE**

TransLoc Data (app/web "hits")

- January = 14,156
- February = 12,115
- March = 10,614

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**OTHER ITEMS**

- NC Public Transportation Conference
- Bus shelter RFP due May 10
- City Park and Cum Park Plaza next shelter installs
- Evaluating installation of benches
- May 2<sup>nd</sup> ribbon cutting at DSS bus shelter

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QUESTIONS ?

Next Meeting: May 14, 2019

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