



Link Transit System
Public Transit Advisory Commission (PTAC)

Tuesday June 11, 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 April 9, 2019 meeting minutes** **Chairman Bromilow**

- 3) **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.

4) Link Transit Operations Report

Rob Killebrew

- Fixed Route & Paratransit Report
- Annual Statistics
- Shelter RFP Results
- Planned Shelter Installs
- Bench Concept
- Upcoming Events / Other Items

5) Other Business

Chairman Bromilow

- Reports & Questions from PTAC Members
- Other Items / Agenda topics for next meeting
- **Next Meeting Scheduled for August 13, 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 April 9, 2019 5:30PM

MEMBERS PRESENT

Moses Corbett, Burlington
Mike Mills, Burlington
Melissa McBane, Burlington
Howie Norwick, Burlington
Roger Meisenbach, Burlington Alt
Steve Carter, Alamance County

OTHERS PRESENT

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

MEMBERS ABSENT

Neil Bromilow, Gibsonville
Celo Faucette, Burlington
Veronica Revels, Gibsonville Alt

Call to Order

Mike Mills served as Vice Chair in the absence of Chairman Bromilow. Vice Chair Mills called the meeting to order and welcomed members and guests. Vice Chair Mills solicited public comments from the floor and requested comments to be limited to 3 minutes per speaker. No public comments were made.

Approval of March 12, 2019 meeting minutes/ Changes to Agenda

The March 12, 2019 minutes were reviewed. Moses Corbett made a motion to approve the minutes and Howie Norwick seconded the motion. All PTAC members voted in approval of the meeting minutes for March 12, 2019. The April 9, 2019 agenda was reviewed. No changes were made to the Agenda.

Link Transit Spring/Summer Marketing and Outreach

At the March meeting PTAC requested staff to bring the Spring/Summer marketing plan. Link Transit is scheduled to participate in three job resource fairs in the coming

months with ACC and retirement facilities. Transit Manager, Rob Killebrew provided PTAC members with Link Transit pens; one of Link Transit's newest promotional items set to giveaway at upcoming events this Spring/Summer. Mr. Killebrew also provided PTAC with a template on the mailer staff plans to send out to communities along the fixed route especially the Blue and Green routes. Mr. Killebrew said the mailer was scheduled to be sent out in May to the Gibsonville Area. Mr. Killebrew shared that Link Transit will hit a ridership milestone in April of 250K riders since the beginning of service in June 2016. Mr. Killebrew said he would like for staff to promote this milestone in April out at the Temporary Transfer Hub.

Mr. Killebrew said he plans to create a full page ad for the June Anniversary similar to the advertisement that ran once a month in the Times News during the beginning of service in 2016. He believes in doing so that it has the potential to reach new and current riders.

Mr. Killebrew shared other marketing sources Link staff uses include:

- Facebook Ads- creates brand awareness and reaches a broad spectrum of people
- COB Public Information Office- website and social media pages
- Link Transit social media pages- Twitter currently has 317 followers
- TransLoc

Vice Chair Mills questioned if the North Park Farmers' Market was open for the season. Mr. Killebrew said today was the 2nd week of it being open for the new season. Mr. Killebrew shared the North Park Farmers' Market is open every Tuesday from 3pm-6pm now until October and in the past he has noticed an increase in ridership along the Purple route during these times. Mr. Nunn reminded PTAC that there is a bus stop on the Purple route in front of the North Park Farmers' Market at Melrose Drive and Sharpe Road. Vice Chair Mills asked what the purpose of the Job Fair was that Link staff planned to participate in. He questioned if it were for people job searching. Mr. Killebrew said that it was a job fair provided by ACC to help their students find career opportunities after graduation. Mr. Killebrew shared Link Transit and Transdev participated on Day 2 of the ACC Job Fair with a total of 20 attendees that day.

Fare Free Promotion/3 Year Link Anniversary

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 would be collected during that week. Mr. Killebrew explained the past two years Link Transit has had a fare free week to promote ridership and celebrate the anniversary of service; staff is requesting another year of fare free week.

Mr. Norwick asked Mr. Killebrew if he believed the fare free week should continue. Mr. Killebrew responded that he feels it should be held for the first 5 years and then every 5 years after that. Vice Chair Mills asked what promotional ideas for staff have for this particular event. Mr. Killebrew said in addition to the full page ad in Times News, Link staff will have new promo items to giveaway such as Link Transit lanyards, drink bottles, and tote bags. Vice Chair Mills asked if staff had anything to do with the big article in the paper this past Sunday featuring Link Transit. Mr. Killebrew said that photographer is the same photographer that staff met during the Valentine's event at the hub. He was not aware of the Link Transit system and just happened to be in the area during that event staff was promoting. Mr. Killebrew said the article was a result of their conversation about the transit system. Mr. Norwick suggested staff look into writing about Link Transit once a year in the editor's section of the paper and to also consider Alamance News as a source to promote the system.

Mr. Steve Carter made a motion that PTAC recommend the Burlington City Council adopt a fare free week from June 3-7, 2019. Mr. Howie Norwick seconded the motion and all of PTAC voted in favor.

Link Transit and ACTA Service Coordination

At the March meeting PTAC requested staff to develop information regarding the general purpose trips provided by ACTA and the proximity of those trips to Link Transit bus stops. PTAC would like to determine if ACTA general purpose trip coordination with Link Transit is feasible and how that could occur to benefit operational efficiency and rider satisfaction. Mr. Rob Killebrew presented PTAC with the ridership information and maps to help assist with this discussion.

PTAC discussed one option could be that ACTA drops off client within walking distance of a Link Transit bus stop but shared concerns on lack of sidewalks getting to bus stops. Mr. Nunn explained that the City of Burlington has a sidewalk program in place and the priority areas to install sidewalks are those near bus stops. Mr. Norwick said younger people of newer generations are moving downtown; where everything is in close proximity to each other, people can walk or bike to where they need to go. Mr. Corbett questioned if the ACTA riders taking general purpose trip were physically able to walk. Mr. Killebrew explained the general purpose trips were not designed for people that are disabled in any way. Mr. Carter questioned how medical trips such as hospital, doctor office visits were determined. Mr. Killebrew said medical trips use a different grant.

Mr. Norwick stressed the lack of knowledge that people have about Link Transit's Paratransit services and what a great opportunity and huge saving it can be for many riders that currently take ACTA. Mr. Norwick would like to see the paratransit service

advertised more in the hospital. Mr. Killebrew said it has been suggested by PTAC recently to consider advertisement along the TVs at the hospital. Mr. Killebrew also shared the idea staff had ran across the other day of advertising Link Transit services on the TV at the local NC Motor Vehicle License Plate on Ramada Road. Mr. Killebrew also said that Link Transit currently advertises on the local Gov TV channel and plans to continue with this marketing strategy. Mr. Killebrew said that he would be glad to reach out to ARMC to discuss marketing opportunities for Link Transit services.

Mr. Nunn explained to the PTAC the key purpose of this discussion was so that they could see the overlap in trips between ACTA and Link Transit; 3100 trips just in one year. Ms. McBane questioned what can be done with the information given. Mr. Nunn responded that this was just an exercise to show that these urban trips that are within a quarter mile or even at a bus stop could potentially be coordinated but PTAC can do what they want with that information provided.

Vice Chair Mills questioned rider fare coordination options when transferring to one service to another. Mr. Nunn responded the idea was discussed last meeting that it would be a great incentive if you are on an ACTA vehicle and can transfer onto a Link Vehicle for no additional fare (free transfer). Mr. Nunn believes the intent is more so about increasing ridership and efficiency. Mr. Nunn said in doing so we can potentially reduce the barrier for ACTA riders transferring onto Link and get them to their destinations for no additional fare.

Mr. Carter mentioned ACTA's next committee meeting is scheduled for next Wednesday. He said he believes the difficult part to this situation is partnering between the two organizations. Mr. Carter said looking at it from ACTA's perspective if they release their rider detail information they may feel they are losing riders/business. Mr. Carter said he agreed the reality of it was that we are trying to serve the public and become more efficient. Mr. Norwick said the difference between the two is that Link Transit is associated with a municipality so the goal is to serve the public and ACTA even being a non-profit are still looking out for their own interest versus the actual public need.

Mr. Carter questioned if staff had invited anyone from. Mr. Nunn responded that PTAC is the advisory they suggest where to go from here. Mr. Nunn said the purpose of the discussion today was to decide if it is possible to coordinate with ACTA and is it feasible to work on the current general purpose trips and the fixed route; trips such as for school or shopping. Mr. Killebrew reminded PTAC the discussion is based on the overlap of general purpose trips that originated and ended within a ¼ mile of Link Transit's service area. Ms. McBane questioned if this information has been brought to anyone in ACTA's attention. Mr. Nunn said no this information was requested by PTAC for discussion.

Mr. Nunn shared DOT allocates each year the amount for general purpose trips. Mr. Nunn said Link Transit is using the same DOT grant that ACTA uses for general purpose trips; both pull money for the same type service from this grant. Mr. Carter said what about the disabled riders amongst ACTA. Mr. Nunn clarified that the disabled riders are under a separate grant. Mr. Nunn this shows the need to coordinate the general purpose trips and possibly for ACTA this allows more capacity to focus on their medical trips. Ms. McBane questioned if we could lose the grant money. Mr. Nunn said they have never lost money for Transit because the grant money is based on population; a nationwide decision. Vice Chair Mills asked if staff planned to follow up with ACTA. Mr. Nunn said staff would be glad to if that is what PTAC is recommending.

Mr. Norwick reminded the PTAC that this discussion had been brought up in the beginning amongst Burlington City Council, the Town of Gibsonville, and Mebane that they looked at this and ACTA wanted no part of this because they are basically a per occurrence entity. Mr. Nunn said at that time he believes that people were not aware that they were under the same grant as Link Transit. Mr. Nunn said we have done this before but this is the most recent information. Mr. Carter believed the message ACTA is getting is that the government is looking at more efficiency use in what they are paying for. Mr. Carter said the question now is how long is DOT willing to go along with this. Vice Chair Mills said to him we are looking at two separate systems; the people that represent those yellow dots have the choice, walk the ¼ mile or call ACTA. Vice Chair Mills said even though it does cost more to ride ACTA that is a choice they are able to make. Vice Chair Mills questioned if Link staff meets with ACTA to coordinate will ACTA say they will no longer do general purpose trips just medical and Medicaid trips. Mr. Nunn said that is the discussion, "how to do you get to that solution?" Mr. Nunn shared that Concord runs a very similar successful service doing just that as discussed inside the urban area. Mr. Norwick questioned is there an area/population of people that Link needs to expand further out to, to better serve more people before we suggest partnering with another entity that is cost effective. Mr. Nunn said we are not partnering, all staff is saying is that Link Transit can provide the same trips for less dollars within the urban area; is currently what is taking place the best use of that grant.

Link Transit Operations Report

Mr. Killebrew shared ridership on the fixed route system has increased 23% since last year. Mr. Nunn said we are now able to compare and look back on the history of ridership. Mr. Carter questioned why the charts showed January 2017 as the first full year of ridership. Mr. Killebrew explained the services did not begin until mid-year June 2016. Mr. Killebrew said the decrease in January 2018 was due to several snow storms that occurred that month which either delayed or cancelled services.

Adjournment

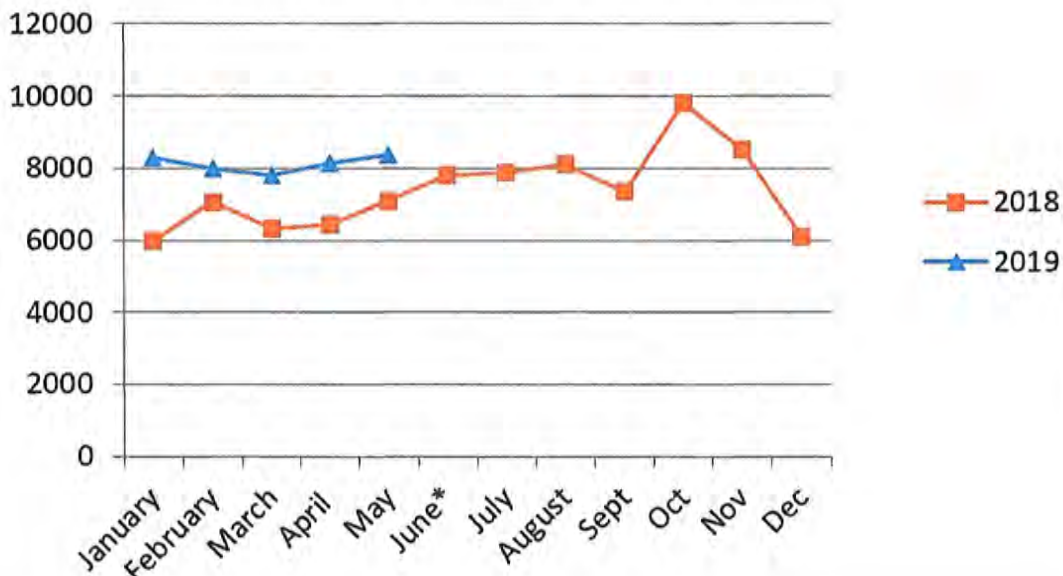
Vice Chair Mills asked for any final comments or questions. Vice Chair Mills said the next scheduled meeting is May 14, 2019. Vice Chair Mills adjourned the PTAC meeting at approximately 6:55 pm. Mr. Howie Norwick made a motion to adjourn the meeting and Mr. Steve Carter seconded the motion. All PTAC members voted in approval.

Fixed Route

FIXED	2018	2019	%Change
January	5992	8285	38.27%
February	7067	8011	13.36%
March	6343	7809	23.11%
April	6440	8131	26.26%
May	7105	8359	17.65%
June*	7790		
July	7869		
August	8122		
Sept	7352		
Oct	9809		
Nov	8523		
Dec	6108		
TOTAL	88520	40595	

Transloc Hits	2017	2018	2019
January	7653	12072	14156
February	8173	9086	12115
March	8263	10806	10614
April	6145	9770	11067
May	5933	9741	10274
June*	7478	9168	
July	7631	8814	
August	17818	12463	
Sept	18778	13347	
Oct	17341	12356	
Nov	13580	12611	
Dec	7537	12582	
TOTAL	126330	132816	58226

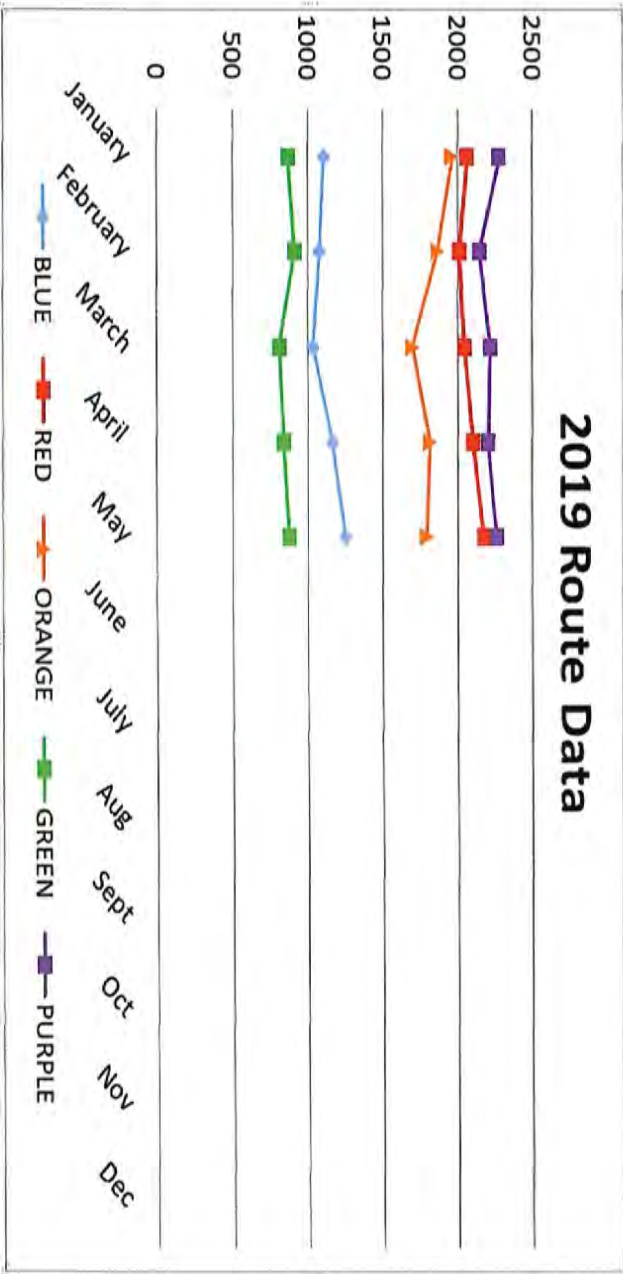
Fixed Route Ridership Comparison



Data by Route

	January	February	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	TOTAL
BLUE	1111	1085	1036	1169	1254								5655
RED	2062	2006	2042	2103	2174								10387
ORANGE	1961	1863	1698	1812	1788								9122
GREEN	872	913	816	842	882								4325
PURPLE	2279	2144	2217	2205	2261								11106
	8285	8011	7809	8131	8359								40595

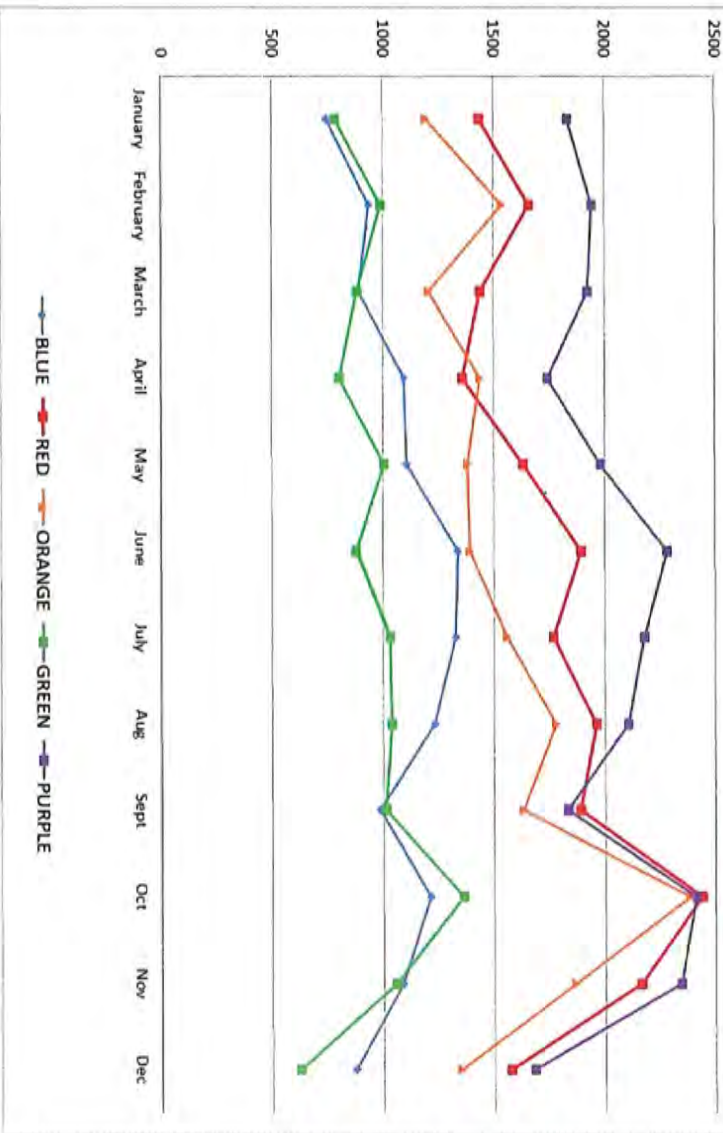
2019 Route Data



Data by Route 2018

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

2018 Route Data



Paratransit

PARATRANSIT	2017	2018	2019
January	200	285	485
February	185	393	382
March	246	414	425
April	209	385	423
May	235	464	438
June	228	428	
July	255	379	
August	281	432	
Sept	410	381	
Oct	483	497	
Nov	407	519	
Dec	322	336	
TOTAL	3461	4913	2153

