



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

**Tuesday January 14, 2020**

**5:30PM**

**Municipal Conference Room**  
**425 South Lexington Avenue**  
**Burlington, NC**

**AGENDA**

**1) Call to Order & Quorum Chairman Mills**

- Welcome and Introduction of new PTAC member Mr. Steve Harrison
- Changes to Agenda / Add On Items
- Speakers from the Floor – 3 minutes per speaker

**2) Approval of the October 8, 2019 meeting minutes Chairman Mills**

**3) Bus Shelter Install Update Mike Nunn**

**INFORMATION:** The Link Transit System has three bus shelter installations planned for early 2020. The locations are based on consistent and increasing ridership over the past years. Locations include Alamance Crossing, Cum Park Plaza and Maple Avenue @ Flushing Street.

**RECOMMENDATION/ACTION:** Review and discuss

**4) Link Transit Operations Report Mike Nunn**

- Fixed Route & Paratransit Report / 2019 Data Summary
- Bus Stop data
- Upcoming Events / Other Items

**5) Other Business Chairman Mills**

- Reports & Questions from PTAC Members
- Other Items / Agenda topics for next meeting
- **Next Meeting Scheduled for February 11, 2020**

## MINUTES

### **LINK TRANSIT PUBLIC TRANSIT ADVISORY COMMISSION**

**Tuesday October 8, 2019**

**5:30PM**

#### MEMBERS PRESENT

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

#### OTHERS PRESENT

Rob Killebrew, Link Transit Manager  
Carley Maynard, Link Transit Admin

#### MEMBERS ABSENT

Celo Faucette, Burlington  
Veronica Revels, Gibsonville Alt  
Mike Nunn, Director of Transportation

#### Call to Order

Chairman Mills called the meeting to order and welcomed all members and guests. Chairman Mills solicited public comments from the floor and requested comments to be limited to 3 minutes per speaker. No public comments. The October 8, 2019 PTAC Agenda was reviewed. No changes we made to the Agenda.

#### Approval of August 13, 2019 meeting minutes

The August 13, 2019 meeting minutes were reviewed. Mr. Howie Norwick made a motion to approve the August 13, 2019 meeting minutes. Mr. Moses Corbett seconded the motion. All PTAC members voted in approval of the meeting minutes for August 13, 2019.

#### Link Transit Operations Report

Mr. Killebrew gave a brief overview of the Link Transit Operations report to PTAC. Mr. Killebrew presented a Certificate of Appreciation to be given to Mr. Bromilow for the many years he served as PTAC Chairman and requested each PTAC member present sign the certificate. Mr. Killebrew said along with the certificate, Mr. Bromilow will be given a City of Burlington coffee mug. Mr. Killebrew expressed the importance in making sure we thanked Mr. Bromilow for his time served on the board. Mr. Killebrew

also shared the collages the ACC Dillingham students made for Link staff; sharing their memorable experiences they had on the Link Transit buses during Fare Free week.

Mr. Killebrew stated that this year staff has seen a 19% increase in ridership and overall the system is doing really well. Mr. Killebrew said just  $\frac{3}{4}$  into the 2019 year and already had 76,216 riders (January to September). Mr. Killebrew also shared the fixed route has averaged 8,468 passengers per month.

PTAC members expressed their goals of local transit services being able to coordinate better for shared passengers. Mr. Killebrew agreed in saying that is one reason Link Transit has started accepting PART transfer cards; unfortunately though the PART system is unable to accept Link Transit transfer cards. Mr. Carter felt that was a topic that needed to be brought up during a PART meeting. Mr. Killebrew said Link Transit offers Regional Fare cards but by the end of December PART will no longer be accepting those types of fares due to the fact that PART is in the process of switching over to the all-electronic touch pass. Mr. Killebrew said he didn't see there being anything PART could do, it is all technology based. Mr. Killebrew said this is where Link Transit is going to have to make the decision to go with Touch pass smart card and be able to work with other transits regionally or continue using the Regional fare magnetic strip cards. Mr. Carter questioned the cost involved in switching to the Touch pass smart card. Mr. Killebrew said the cost would be around \$4,000 per bus not including service fees.

Mr. Mills questioned if the increase of ridership was due to the extension of hours. Mr. Killebrew said that could be one reason because with the hours being longer more people are able to get a ride to and from work now. Mr. Killebrew said there is really no way to track if this is the reason more people are riding but there has been a significant increase of ridership during the extension of hours. Mr. Mills said during a presentation he attended a surveyed showed that the transit systems that had bus shelters had substantial increases in ridership compared to areas that did not offer many bus shelters. Mr. Mills questioned what the schedule was for the upcoming Link Transit bus shelter installs. Mr. Killebrew said there should be two more bus shelters installed by December 2019. Mr. Killebrew explained two shelter installs just completed the engineering process and there are three more in the engineering planning phase. Mr. Killebrew said the amenities offered with bus shelters such as lights, a bench, an enclosure, attracts passengers; shelters typically make passengers feel safer. Mr. Killebrew said with the way the process is going now there should be 10 fully installed bus shelter along the Link Transit system by June 2020. Mr. Killebrew said the average cost per shelter is around \$8,000.

So far this year compared to last year the Link Transit system has shown an increase in ridership.

Increases in ridership 2019:

- Blue route - 13.91%
- Red route - 30%
- Orange route - 28%
- Green route - 1 to 1.5% decrease
- Purple route - 16%

Mr. Killebrew said this year Link Transit fixed route is averaging 399 riders per day. Link Paratransit is averaging 20 riders per day showing an 8% increase from last year.

TransLoc Data - web hits:

- July - 10, 684
- August - 19, 011
- September - 24, 223

Mr. Killebrew said Link Transit has registered to participate in the Christmas parade this year. Mr. Killebrew said Link Transit staff will drive a Link bus during the parade just like in the past years. Mr. Killebrew said Transdev drivers and supervisors have really enjoyed participating in this event in the past. Mr. Killebrew said this year Link Transit Admin, Carley Maynard has selected a unique giveaway to pass out to people during the parade. Ms. Maynard presented a sample of the giveaway product to the PTAC members; the walking pet reindeer (the Link Transit logo will be displayed on one side of the reindeer). The PTAC members gave positive feedback to the parade giveaway idea. Mr. Mills questioned who would be on the bus during the parade. Mr. Killebrew said mostly like it will be Link Transit driver Bruce, he is the one that has driven the bus during the parade the past few years and also other special events Link Transit has participated in. Mr. Killebrew said the supervisor on duty will more than likely be Rena. Mr. Killebrew said the idea is to also decorate the bus for Christmas with a wreath on the front of the bus and some vinyl decals on the windows such as reindeer and possibly a snowman inflatable on the inside near the door.

Mr. Killebrew reminded PTAC about the resolution that was signed last year allowing Fare Free Day November 5<sup>th</sup> for Election Day. Mr. Killebrew shared that Link Transit went through the process of its first Comprehensive review in August 2019; overall went well, very simple issues that staff can correct and get it back to FTA. Mr. Killebrew said the Comprehensive review process for Link Transit should be complete by January 2020.

Other Business

Ms. McBane questioned the ridership numbers since the extension of hours. Mr. Killebrew said from January 2019 - September 2019, 6:00 PM to 8:00 PM, Link Transit

had 4, 039 riders. Mr. Mills questioned what the long range plan is for Link Transit. Mr. Mills said it has been mentioned about a new place for Link Transit to board. Mr. Killebrew said a transfer center has been in discussion for Link Transit but it does require a feasibility study to be done. Mr. Killebrew said the study requires someone to come in look over all of Link Transit's routes and the area it serves, figure out the needs for Link Transit, what type of building would be needed and staff would need to then apply for grants.

### Adjournment

Chair Mills asked for any final comments or questions. Chair Mills said the next scheduled meeting is November 12, 2019. Chair Mills adjourned the PTAC meeting at approximately 6:00 pm. Mrs. Melissa McBane made a motion to adjourn the meeting and Mr. Moses Corbett seconded the motion. All PTAC members voted in approval.

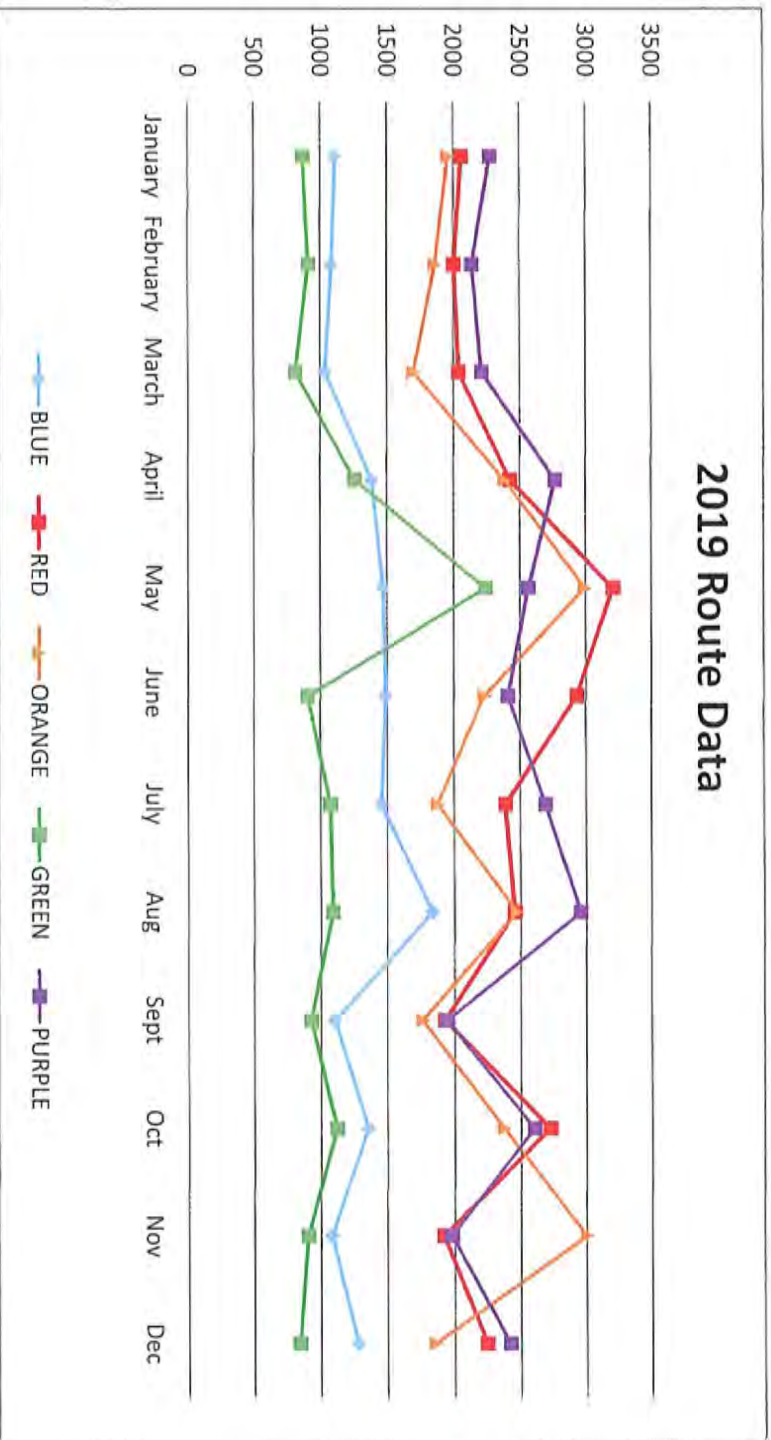
<b>FIXED</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>%Change</b>
January	6643	5992	8285	38.3%
February	6410	7067	8011	13.4%
March	6528	6343	7809	23.1%
April	6065	6440	10223	58.7%
May	6734	7105	12476	75.6%
June*	8461	7790	9964	27.9%
July	6833	7869	9484	20.5%
August	7746	8122	10831	33.4%
Sept	7854	7352	7678	4.4%
Oct	8107	9809	10178	3.8%
Nov	7661	8523	8891	4.3%
Dec	6765	6108	8649	41.6%
<b>TOTAL</b>	<b>85807</b>	<b>88520</b>	<b>112479</b>	<b>27.1%</b>

<b>PARA</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>%Change</b>
January	200	285	485	70.18%
February	185	393	382	-2.80%
March	246	414	425	2.66%
April	209	385	423	9.87%
May	235	464	438	-5.60%
June	228	428	394	-7.94%
July	255	379	422	11.35%
August	281	432	461	6.7%
Sept	410	381	440	15.5%
Oct	483	497	546	9.9%
Nov	407	519	496	-4.4%
Dec	322	336	458	36%
<b>TOTAL</b>	<b>3461</b>	<b>4913</b>	<b>5370</b>	<b>9%</b>

2019

	January	February	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	TOTAL
<b>BLUE</b>	1111	1085	1036	1385	1469	1488	1456	1842	1105	1353	1081	1278	15689
<b>RED</b>	2062	2006	2042	2426	3206	2930	2388	2459	1933	2724	1922	2247	28345
<b>ORANGE</b>	1961	1863	1698	2386	2993	2231	1877	2479	1764	2376	3003	1860	26491
<b>GREEN</b>	872	913	816	1257	2243	904	1073	1090	928	1119	904	843	12962
<b>PURPLE</b>	2279	2144	2217	2769	2565	2411	2690	2961	1948	2606	1981	2421	28992
	8285	8011	7809	10223	12476	9964	9484	10831	7678	10178	8891	8649	112479

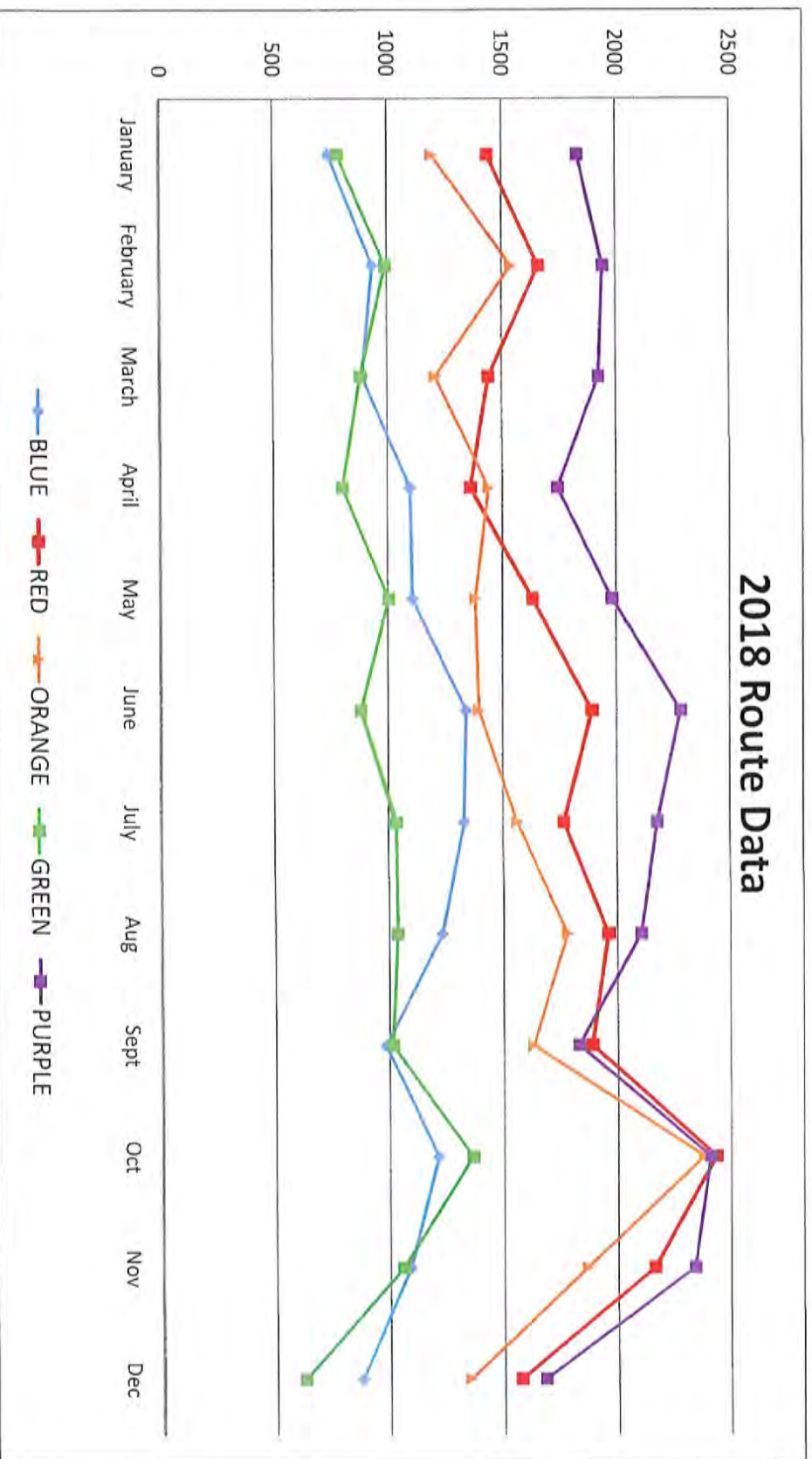
### 2019 Route Data



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





**BY ROUTE**

	2018	2019		% Change	
<b>BLUE</b>	12839	15689		22%	
<b>RED</b>	21211	28345		34%	
<b>ORANGE</b>	18731	26491		41%	
<b>GREEN</b>	11477	12962		13%	
<b>PURPLE</b>	24262	28992		19%	

