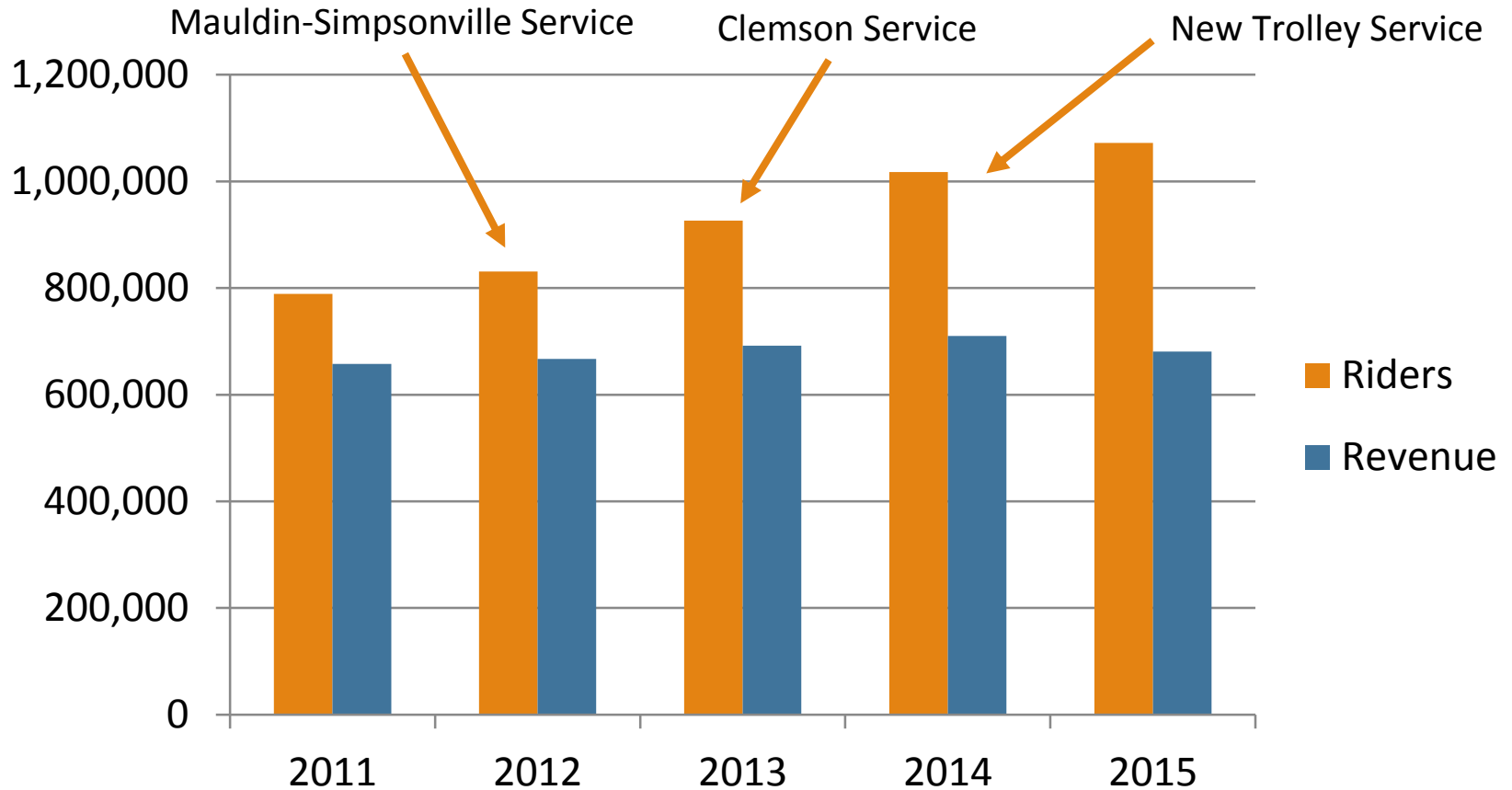


# 2016 GTA Annual Meeting

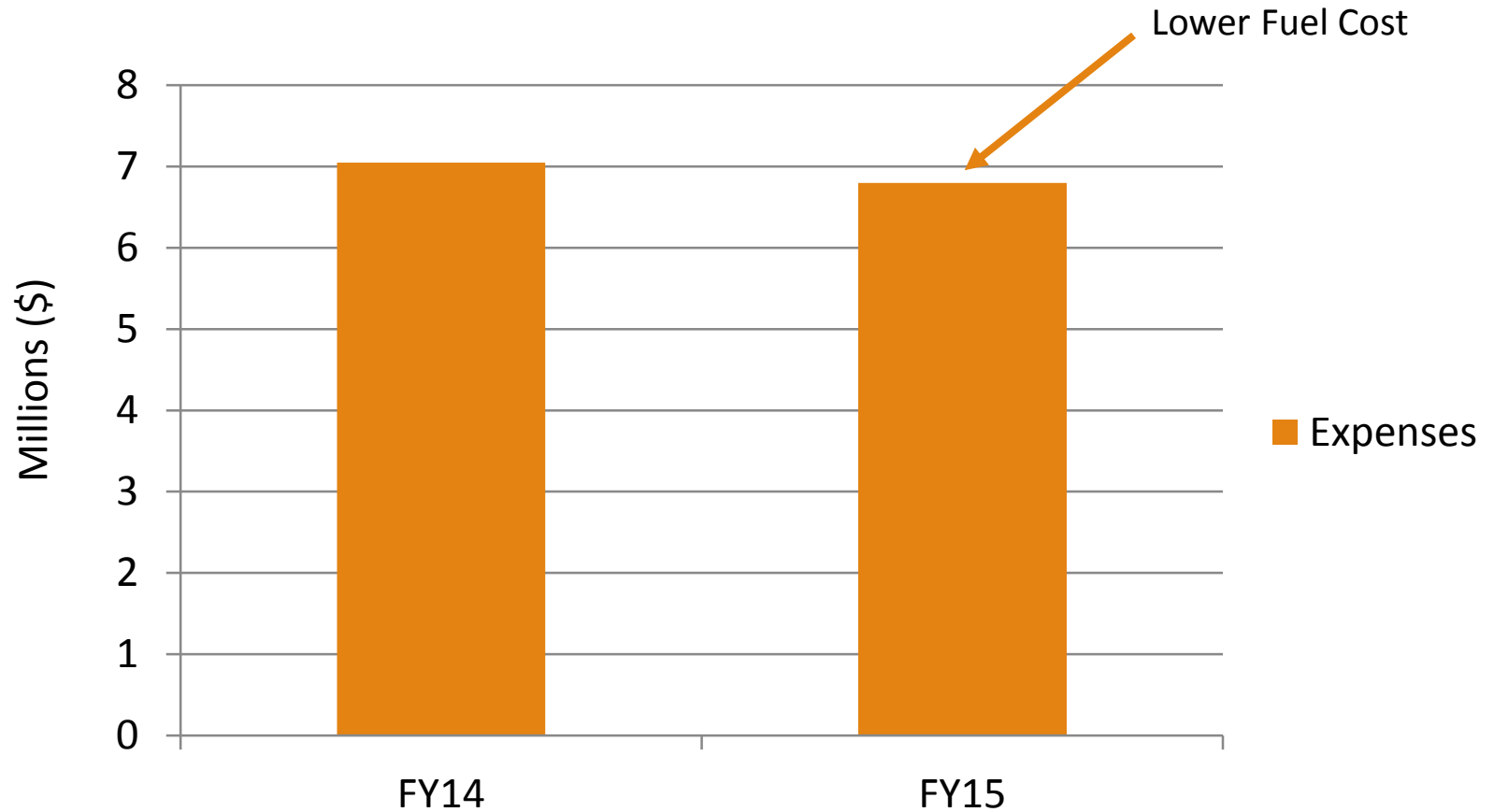
---

STATE OF THE TRANSIT PRESENTATION BY THE GREENLINK DIRECTOR

# Ridership/Revenue: 5 Year Comparison



# Operating Expenses: 2 Year Comparison



# Fares

---

- While ridership increased from 2014 to 2015, fare revenue dropped by 4%
- No fares are collected on trolley and less than 5% of Clemson riders pay fare so although ridership is up this explains revenue decrease as fares are generated by fixed route.
- The Need and Plan for a Comprehensive Operations Analysis will look at route structure, stops, boardings, alightings, transfers, and public input will help us determine productive routes, declining segments, and suggested changes.
- A review of fare structure including offering more payment options for pre-boarding payment will be evaluated.
- Possible adjustment of revenue for faculty and administration on Clemson buses by university may assist fare box recovery on Commuter and Connector service.

# 2015:

---

1. City transitioned Maintenance from Public Works to Greenlink.
2. Hired new Fleet Manager, new GM and new Marketing Specialist to end year while a new Finance and Budget Manager started year and Transit Planner started in Spring of 15.
3. All out effort in TIGER VII application for trunk-line remade service with electric buses and hope abounds for next round TIGER VIII.
4. Year Three of Clemson Commuter and Year Two of Greenlink Trolley.
5. New web page, new trolley tracker, record advertising revenue, triple bike racks, Google Transit, and Upstate Transit Coalition had a good year.
6. Trolley Park and Ride developed as partnership at 106 Augusta for West End lot.
7. The Federal Triennial Review was a learning experience for our new staff still finalizing a few issues on procurement and facility preventative maintenance, drug and alcohol policy. High marks in financial and maintenance.

# 2016: Five Core Objectives

---

1. Develop a Comprehensive Operations Analysis for review and planning of the Greenlink system including fixed-route, trolley, fares, and commuter/shuttle services.
2. Continued emphasis on relocation of maintenance to a new location.
3. Bus replacement, now that funds are identified, develop specifications and RFP/procurement to replace 14 year old coaches.
4. Trolley program enhancement with additional trolley(s) and assessment of service where we are going with it.
5. Fully staffed in operations, more and improved training and reworking of driver schedules to reduce overtime and improve efficiency.

# FAST Opportunities

---

New federal authorization allows

1. TIGER VIII application
2. 5339 A & B with some discretionary funds
3. Enhancing of Mauldin-Simpsonville Eligible 5307 funds
4. Additional 5307 through apportionment
5. Improved state funding opportunities
6. Continued Public-Private Partnerships

# Still on Horizon

---

1. Extended Hours
2. Sunday Service and Holidays
3. Peak Hour Service
4. Expansion to Fountain Inn, Travelers Rest and Greer
5. Fill in gaps to jobs and retail on Pelham Rd. and Woodruff
6. Completion of COA leads to updated Transit Development Plan which outlines all above and coordination with Long Range Plan of GPATS.
7. Look at redevelopment of the Washington Street Tower of our facility for leasing, access.



# Transit is more than buses

---

Working with connections with our Bike partners both bike share, bike rental, bike racks.

Pedestrian connections, better and more sidewalks, accessibility, crosswalks, signaling, shifting priorities.

Economic development and getting people to JOBS.

Medical, retail, education, recreation all reasons why people use public transportation.

Seniors, disabled, international workers, tourism all fit within transit demographics.

One-car households, zero-car households, zero-license individual, millennials.

# Questions and Comments

---

