



GREENSBORO TRANSIT AUTHORITY

- ▶ Took over operation of transit service from Duke Power in 1991
 - ▶ \$2.1 Million Budget
 - ▶ 39 Vehicles
 - ▶ 500,000 trips
- ▶ Currently Operate 16 regular fixed routes & 1 Connector Route
- ▶ Currently Operate 4 Higher Education Area Transit (HEAT) routes
- ▶ Currently Operate paratransit service for entire City Limits
- ▶ \$23,608,807 Annual Budget. Federal/State/Local/Fares(12%)
- ▶ 104 vehicles, 58 large buses and 46 paratransit vehicles.
- ▶ Provide 4 Million trips per year.....rapid increase from the 500,000 trips per year that were being provided in 1991.

GTA Timeline and Service Enhancements

- 1991 Took over public transit service from Duke Energy
\$2.1 Million Budget, 39 Buses, 500,000 annual trips
- 2000 Implemented Nighttime Service on 7 Fixed Routes
Annual Cost = \$700,114, additional 98,693 annual trips
- 2000 Implemented Sunday Service on 7 Fixed Routes
Annual Operating Cost = \$31,450, additional 45,539 annual trips
- 2003 Davie Street Transfer Relocated to Renovated Depot
Depot renovations - \$31 Million (\$1.3M City, \$29.7M Federal and State)
- 2006 Implemented Route 12A South Town Connector
Annual Operating Cost = \$300,000, additional 43,493 annual trips
- 2006 Implemented Higher Education Area Transit
\$8.2 Million 3 year CMAQ Grant, annual cost covered by university partners

Timeline and Service Enhancements (cont'd)

- 2007 Implemented 30-minute Service
Annual Cost = \$1.8 M, additional 1,455,000 annual trips
- 2008 Implemented Route 15 - Yanceyville Street
Annual Cost = \$317,000, additional 92,172 annual trips
- 2009 Expanded Evening Service from 7 to 15 Routes
Annual Cost = \$863,000, additional 284,381 annual trips
- 2012 New GTA Maintenance and Operations Facility.
Cost = \$20 Million



Figure 5
Actual and Projected Trends in Fixed-Route Ridership

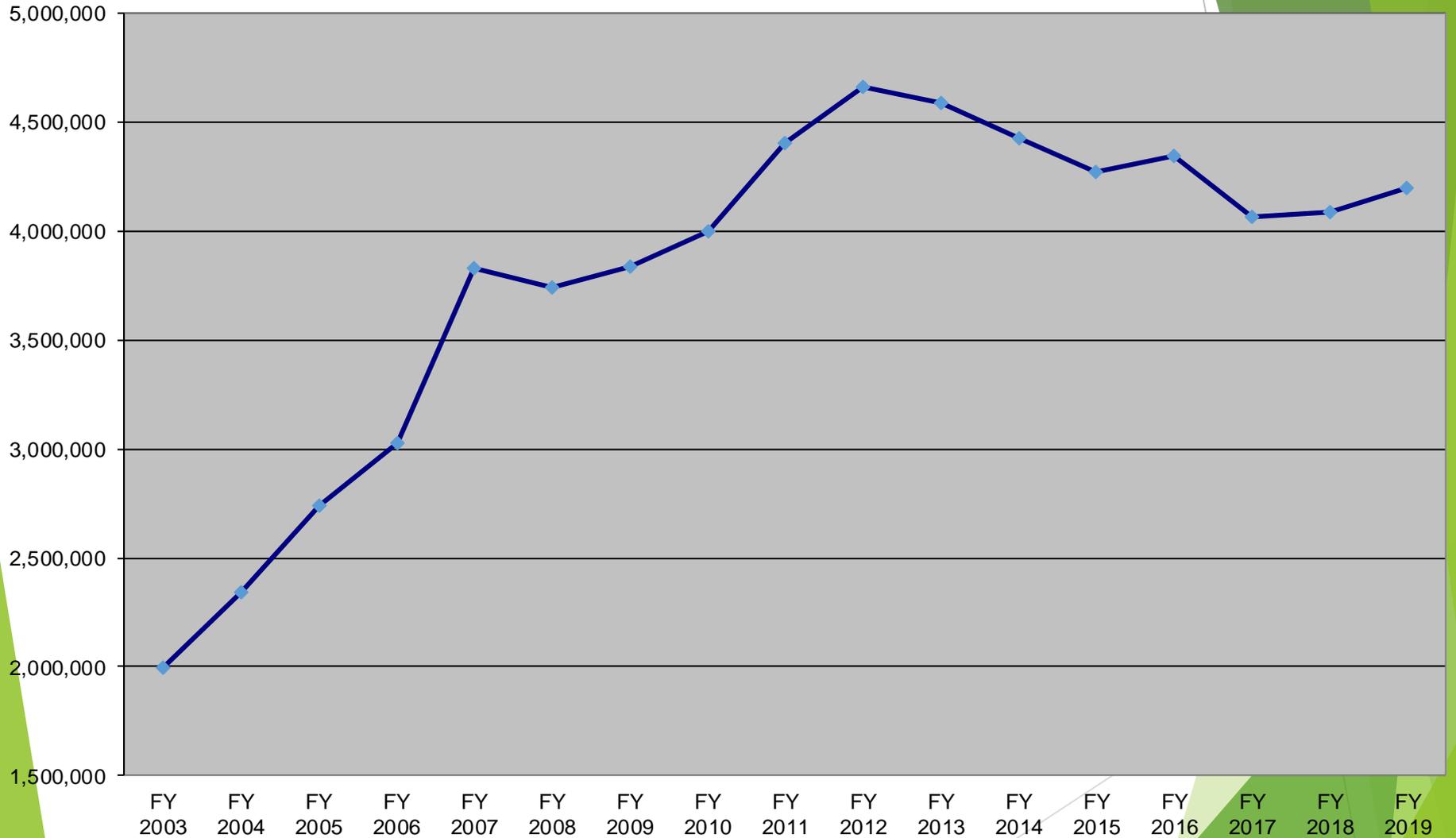
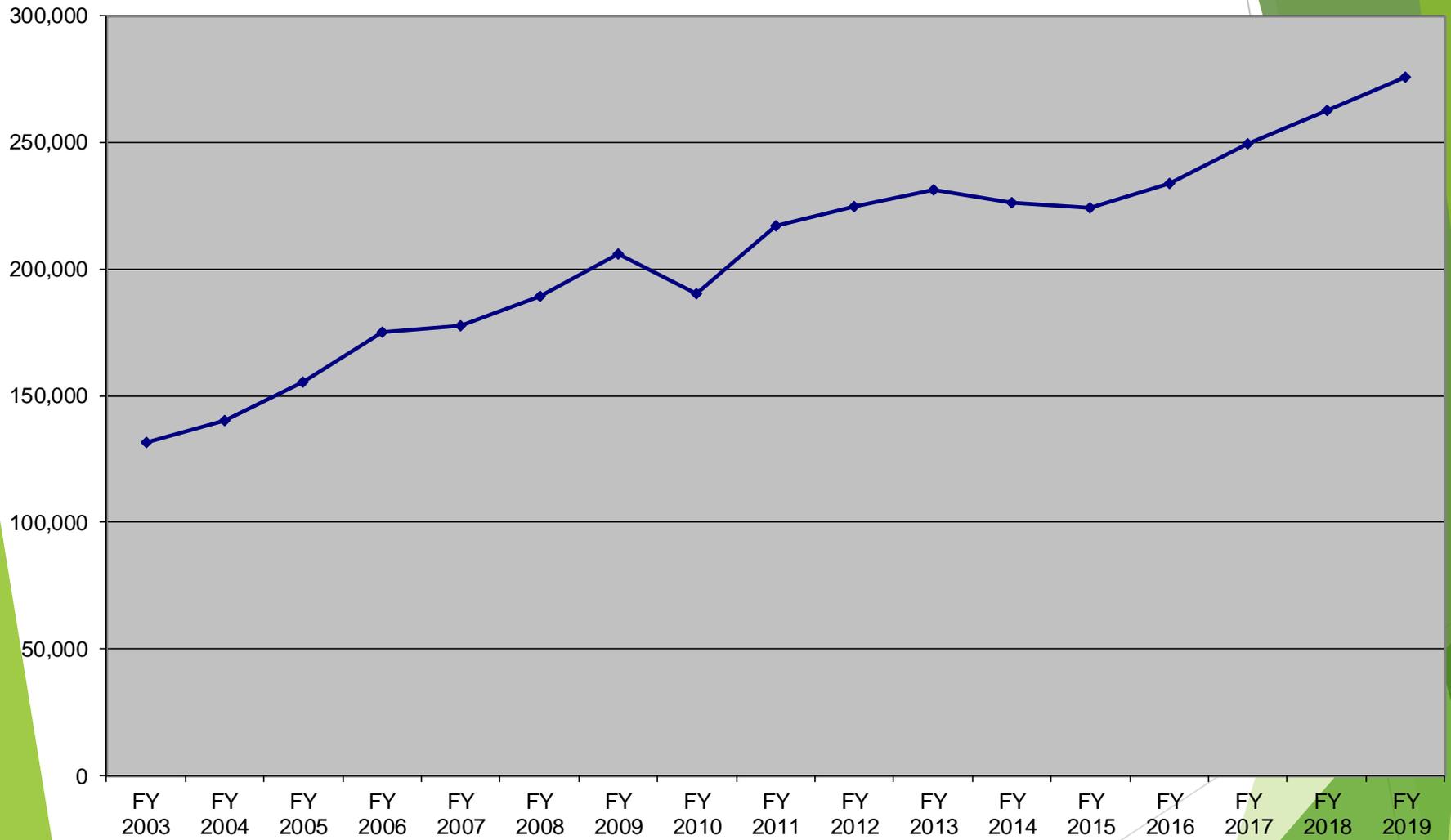
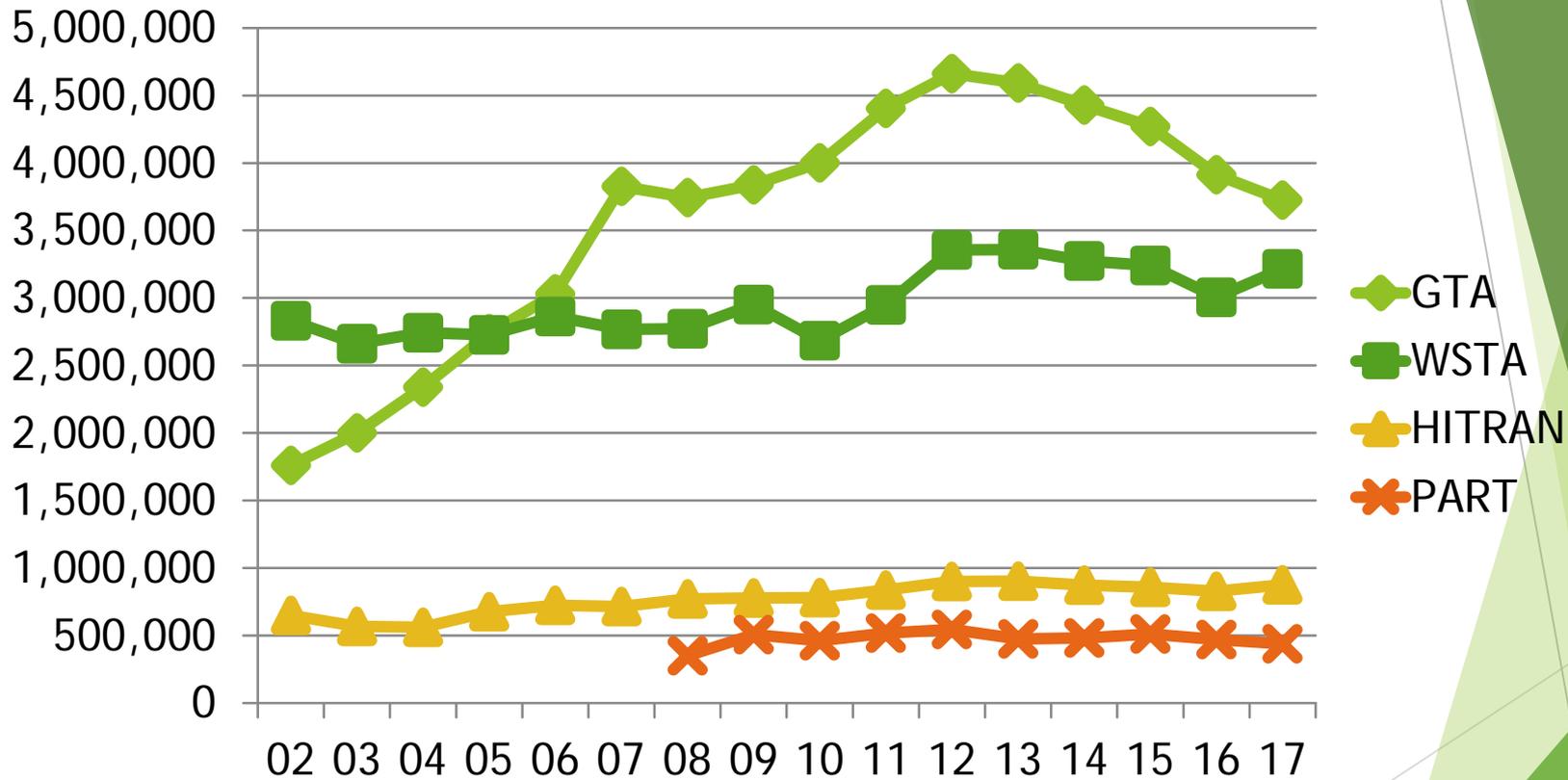


Figure 7
Actual and Projected Trends in SCAT Ridership



Comparison of Ridership Trends



Major FY 2017-2018 GTA Budget Items

- ▶ Fixed Route Service - \$12,369,845 (52%)
 - ▶ Service Contract - \$10,938,681
 - ▶ Fuel - \$1,006,397
 - ▶ Maintenance and Supplies - \$424,767
- ▶ Para-Transit Service - \$7,927,048 (34%)
 - ▶ Service Contract - \$7,198,558
 - ▶ Fuel - \$473,276
 - ▶ Maintenance and Supplies - \$255,214
- ▶ Administration - \$2,375,637 (10%)
 - ▶ Building Maintenance and Operations - \$1,449,099
 - ▶ Personnel (Salaries/benefits) - \$878,868
 - ▶ Grant Matching Funds - \$47,670
- ▶ HEAT -\$936,277 (4%)
 - ▶ Service Contract - \$850,500
 - ▶ Fuel - \$50,000
 - ▶ Maintenance and Supplies - \$35,777
- ▶ Total = \$23,608,807

Comparison Information

- ▶ Cost per Fixed Route Trip = \$3.58
- ▶ Cost per Para-transit trip = \$30.78
- ▶ GTA Fixed route fare = \$1.50
- ▶ GTA Para-transit fare = \$1.50
- ▶ Average fixed route fare in North Carolina = \$1.55
 - ▶ Triangle Transit = \$2.25
 - ▶ Charlotte = \$2.20
 - ▶ Wilmington = \$2.00
 - ▶ Greensboro = \$1.50
 - ▶ Raleigh, Fayetteville = \$1.25
 - ▶ Winston Salem, Durham = \$1.00
- ▶ Average Para-transit fare in North Carolina = \$2.56
 - ▶ Triangle Transit = \$4.50
 - ▶ Wilmington = \$4.00
 - ▶ Charlotte = \$3.50
 - ▶ Fayetteville = \$2.50
 - ▶ Durham, Raleigh = \$2
 - ▶ Greensboro = \$1.50
 - ▶ Winston Salem = \$.50

Battery-Electric Bus

- ▶ Critical need to replace 16 Buses over the next 5 years
These buses have or will soon exceed 500,000 miles or 12 years
- ▶ Business decision that will save over \$450,000 per bus over the life cycle of 12 years and/or 500,000 miles
- ▶ Have placed an order for 4 electric buses
- ▶ Duke Energy grant for \$450,000 to fund the fast charge station
- ▶ Anticipate future grants to help fund the replacement of entire fleet over the next 10 years.



Envision Greensboro Smart Corridor/Gate City Boulevard



Pedestrian Counts

Intersection Name	Count	Year	Count Type
W Gate City Blvd and Vanstory Street	107	2013	Peak Count
W Gate City Blvd and Freeman Mill Road	90	2014	Peak Count
W Gate City Blvd and Tate Street	241	2014	Peak Count
W Gate City Blvd and Patterson Court	205	2015	Peak Count
W Gate City Blvd and Blinford Street	60	2015	Peak Count
W Gate City Blvd and Highland Avenue	336	2015	Peak Count
W Gate City Blvd and Coliseum Blvd	26	2015	Daily Average
W Gate City Blvd and Fulton Street	77	2016	Peak Count
W Gate City Blvd at UNCG Tunnel	1,161	2017	Daily Average

Gate City Blvd Smart Corridor Initiative

Pilot Corridor
Transit Circulator

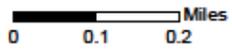
- Traffic Signal Locations
- Fatal Collision
- Proposed Downtown Greenway
- Existing Downtown Greenway

Corridor Details

Estimated Operating Costs
 (Including fuel and maintenance cost):
\$ 627,126

Total Passenger Trips
 FY2016:
 151,558

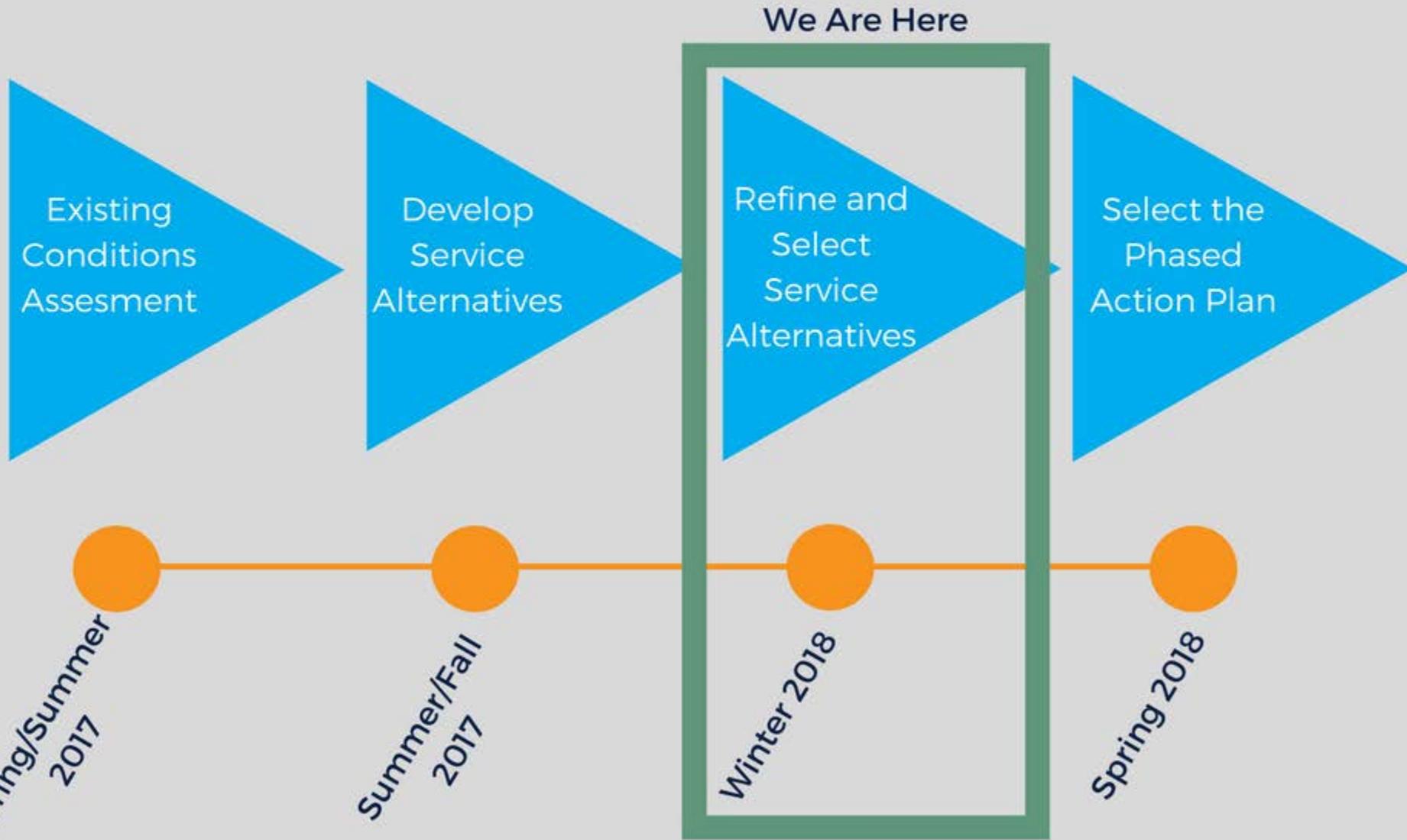
Total Passenger Trips
 FY2017:
 94,838



Mobility Greensboro 2040: Draft Network Plan

GET ON BOARD
 **2040**  **ORG**

Project Status



What We've Learned

Service levels not always right-sized to effectively match markets.

Network not frequent or fast enough to function well for the customer.

Service coverage at the expense of frequency reduces market capture and network usefulness.

Need to improve customer network experience.

Dispersed employment centers and social service locations challenge transit effectiveness.

Opportunities

High performing corridors are the building blocks of a frequent core network.

High density centers can become mobility hubs and community places.

Streamlined routes balance walk access with faster travel.

Land use coordination with City and regional partners will strengthen market for transit.

New mobility options can augment fixed route transit.

Network Building Blocks



**New Frequent
Transit Corridors**



**Updated
Supporting
Transit Routes**



**New Crosstown
Connections**



**New Community
Mobility Hubs**



New Frequent Transit Corridors

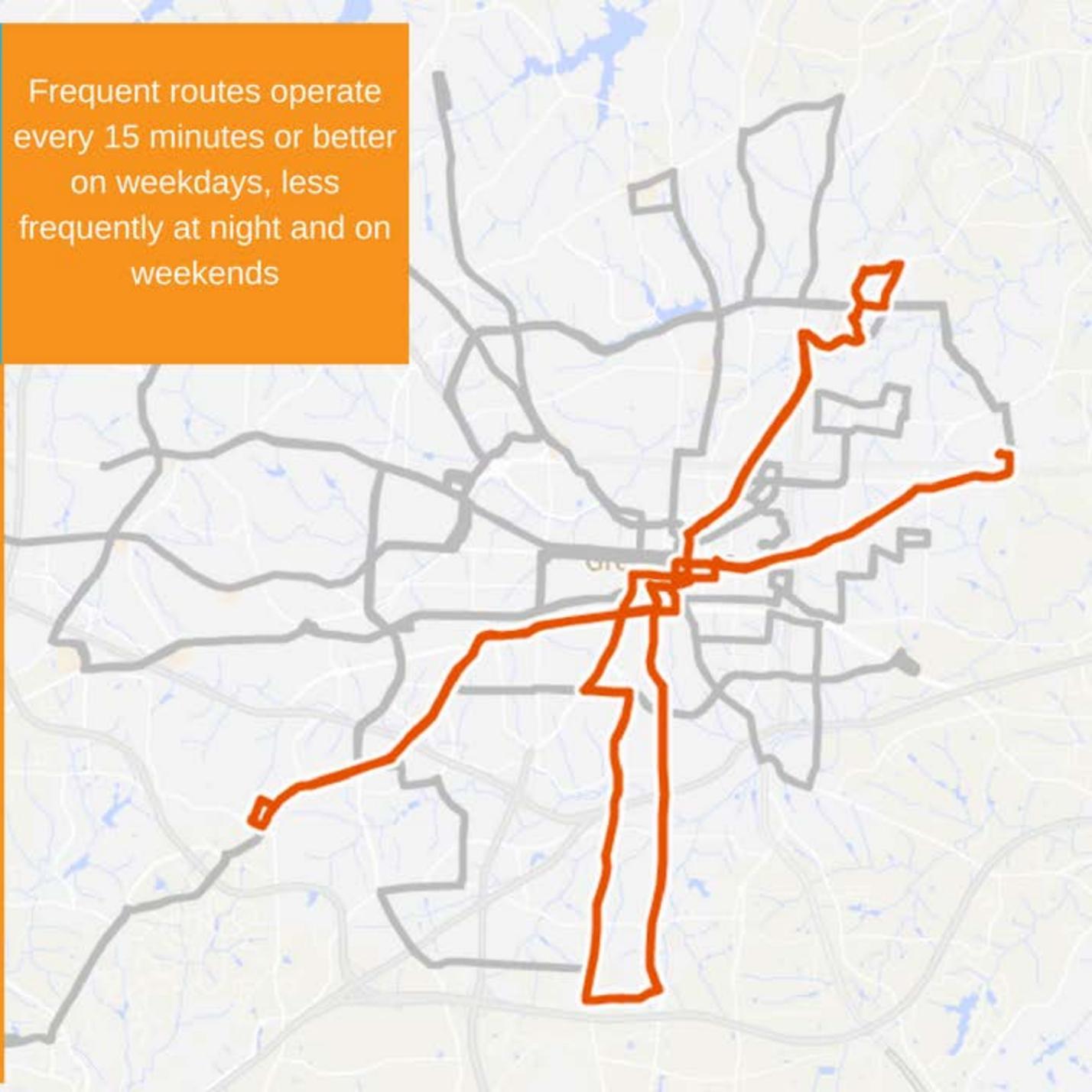
Frequent routes operate every 15 minutes or better on weekdays, less frequently at night and on weekends

Route 6 - Summit Avenue

Route 10 - Market Street

Route 11 - Gate City Blvd

Route 12 - Elm-Eugene/Randleman





Updated Supporting Transit Routes

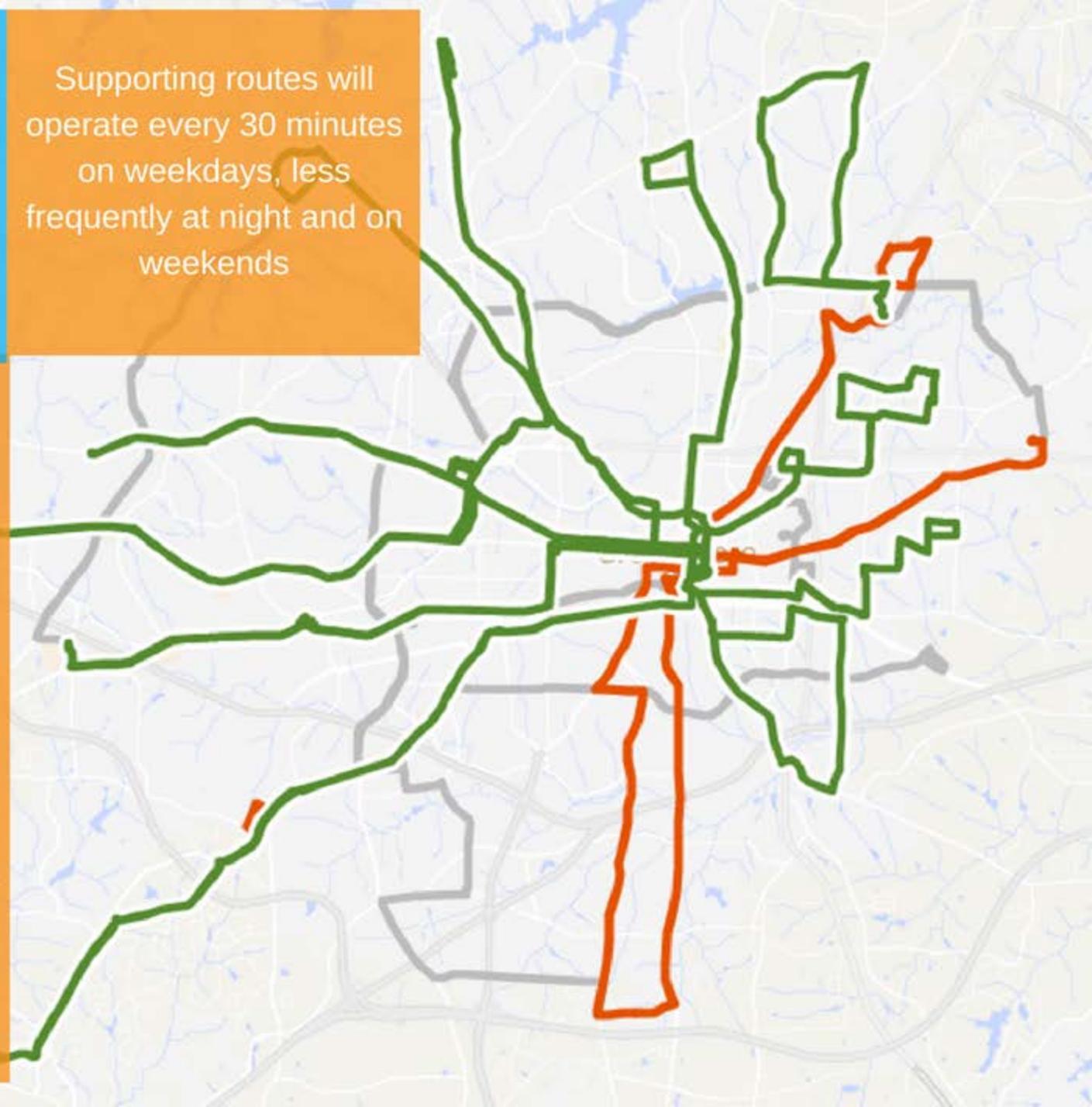
Supporting routes will
operate every 30 minutes
on weekdays, less
frequently at night and on
weekends

Streamlined alignments
for faster, more direct
travel

Provides coverage in
areas of lesser demand

New connection to airport
via Coble Transportation
Center

Identified opportunities for
operational efficiencies
through interlining





New Crosstown Connections

New connectors will
operate every 60 minutes
or better on weekdays

Provides connections that
do not require downtown
transfers:

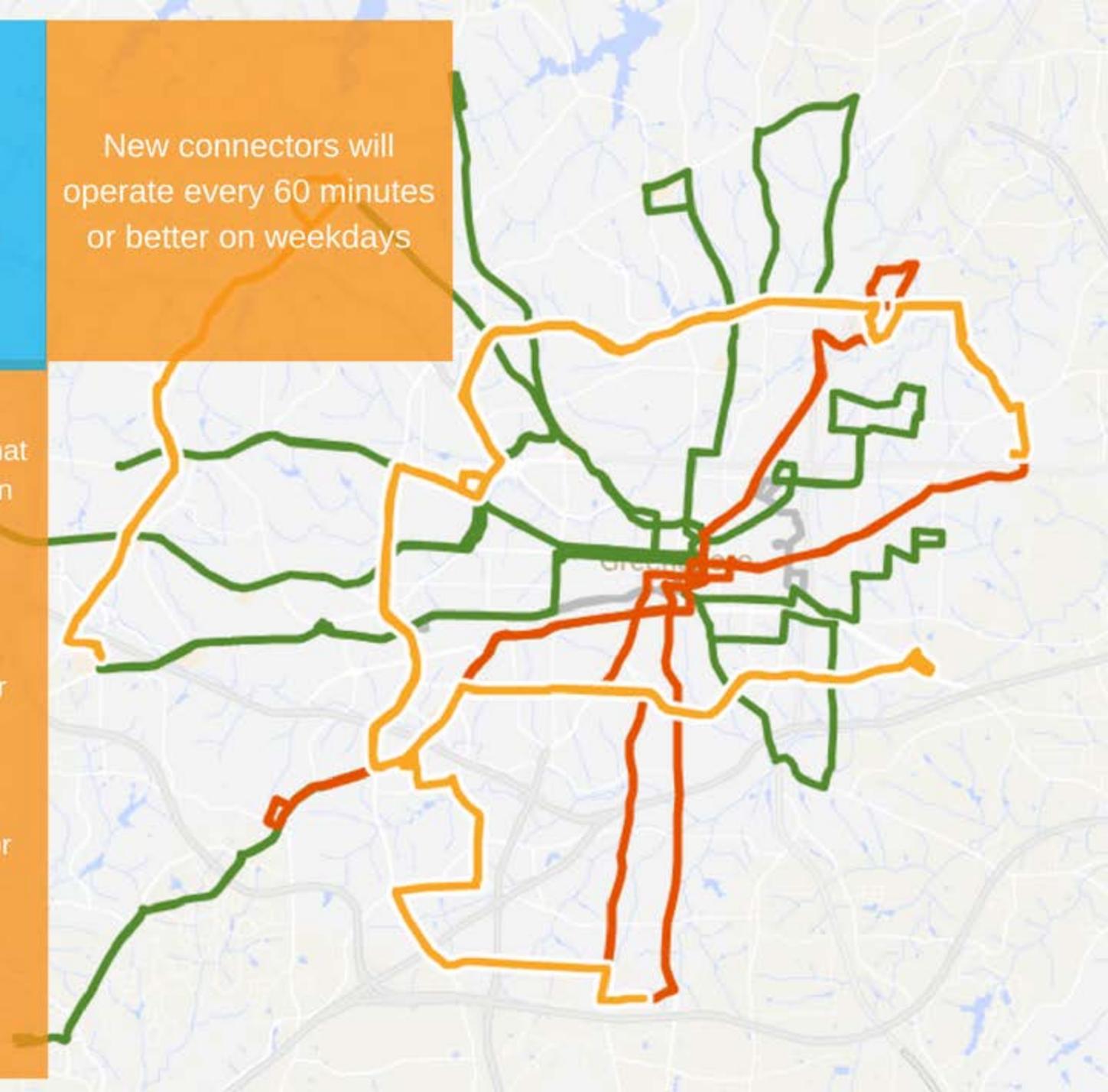
New Garden Road

Holden Road Connector

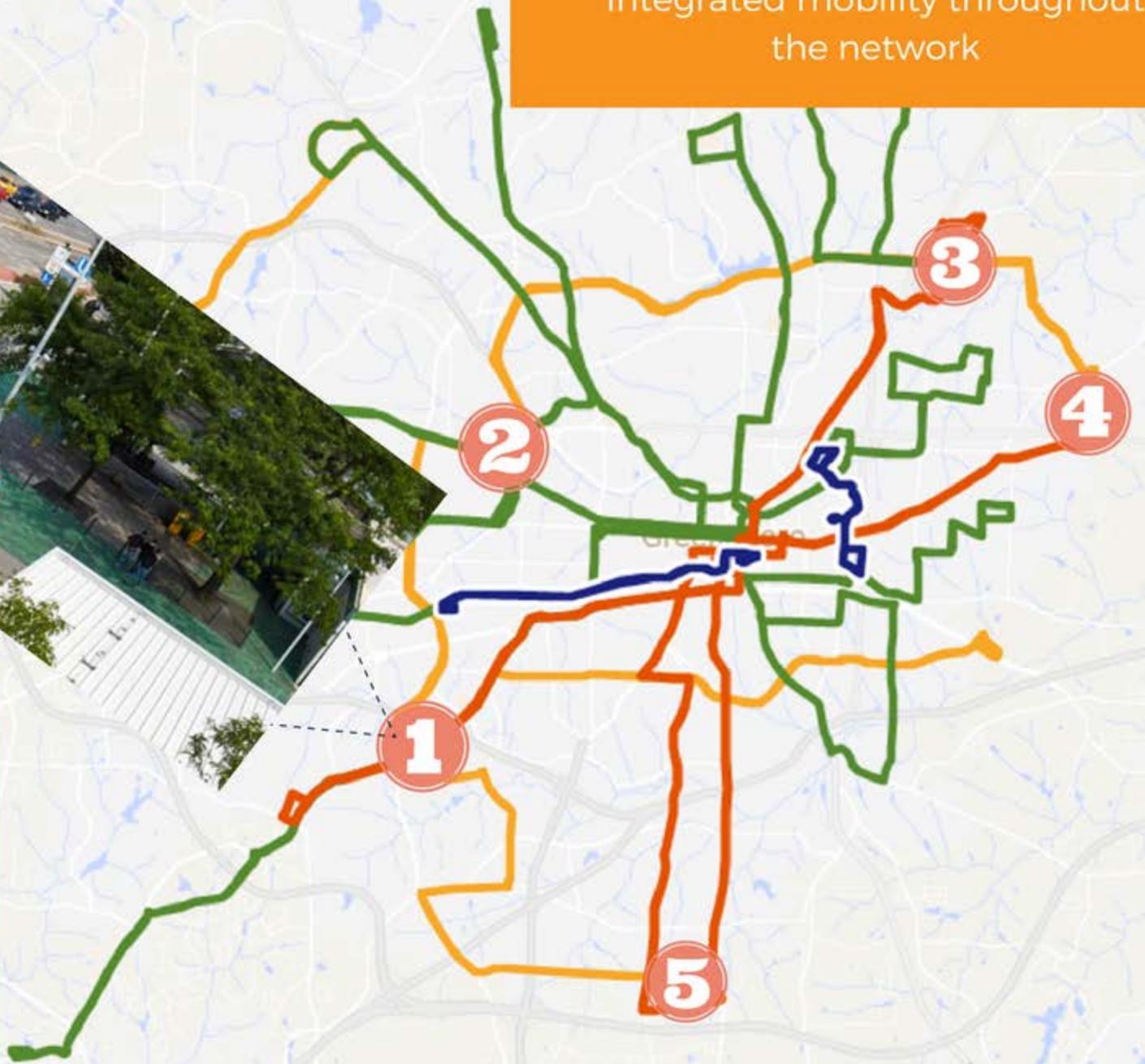
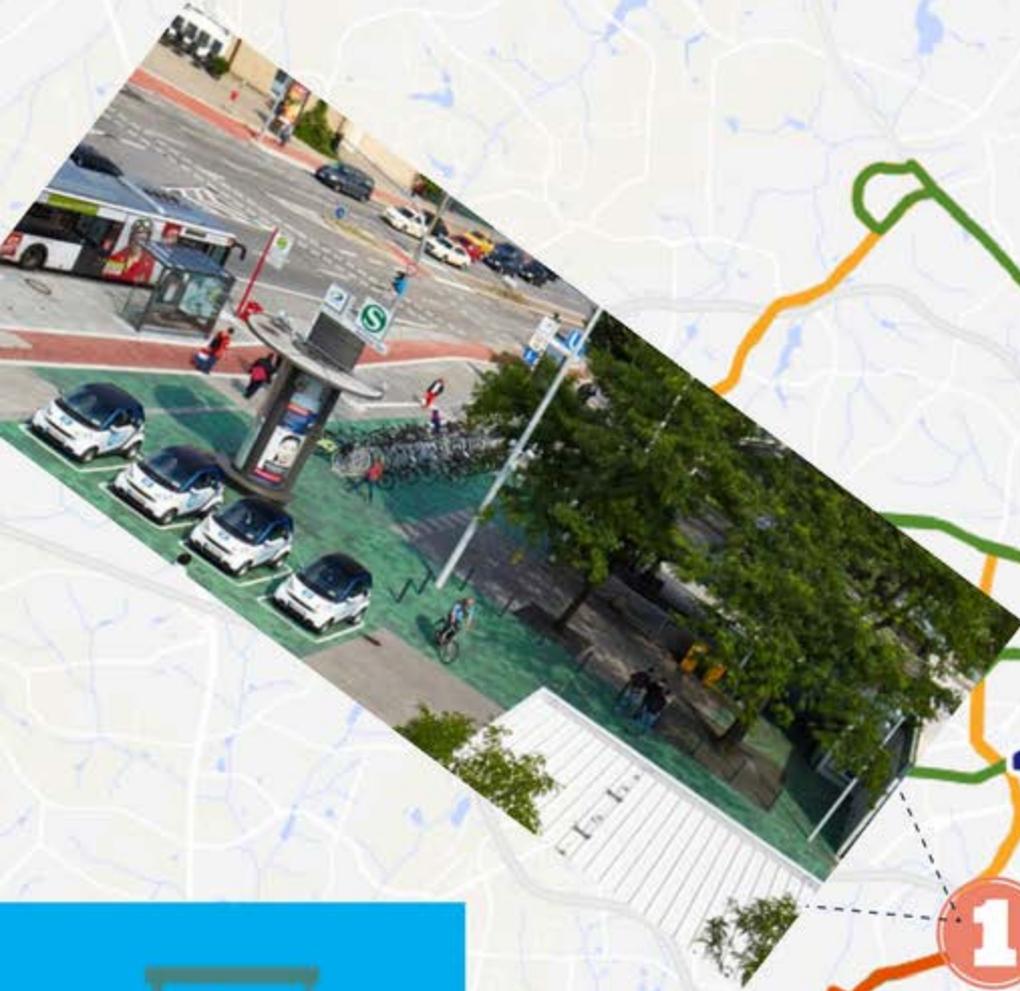
Southwest Connector

Florida Street Connector

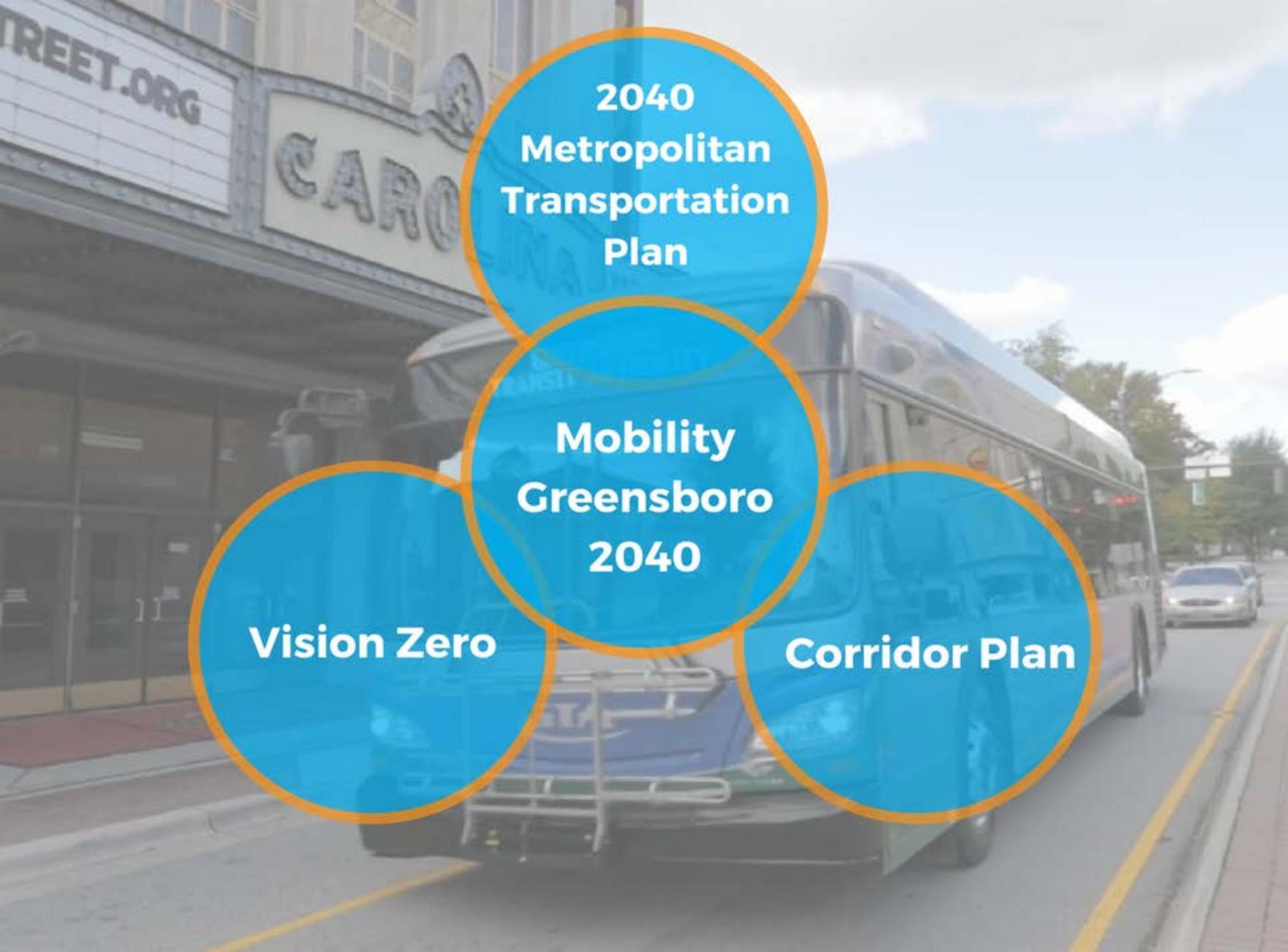
Cone Connector



Integrated mobility throughout the network



New Community Mobility Hubs



**2040
Metropolitan
Transportation
Plan**

**Mobility
Greensboro
2040**

Vision Zero

Corridor Plan

Next Steps

- Make plan adjustments based on stakeholder and community comments
- Complete detailed financial operating and capital plan.
- Present draft final Mobility 2040 plan with phased implementation to the Board for action.