



# GTA

*The Way To Move*





## OVERVIEW

- Took over operation of transit service from Duke Power in 1991 (\$2.1 Million annual budget, 39 vehicles, 500,000 annual trips)
- \$23,608,807 Annual Budget. Federal/State/Local/Fares
- 104 vehicles, 58 large buses and 46 paratransit vehicles.
- 3,500,000 annual trips
- 17 regular fixed routes
- 5 Higher Education Area Transit (HEAT) Routes



# **GREENSBORO TRANSIT AUTHORITY**

## Fixed Route

- 17 Weekday Routes (30 minute service) (5:15am - 11:30pm)
- 16 Saturday Routes (Hourly Service) (6am – 10pm)
- 7 Sunday Routes (Hourly Service) (6am-6pm)

## HEAT (Higher Education Area Transportation)

- 2 Hourly Weekday Routes
- 2 Frequent 'College' Routes (A&T and UNCG)
- 1 Hourly Weekend Route & 'Late Night Service'

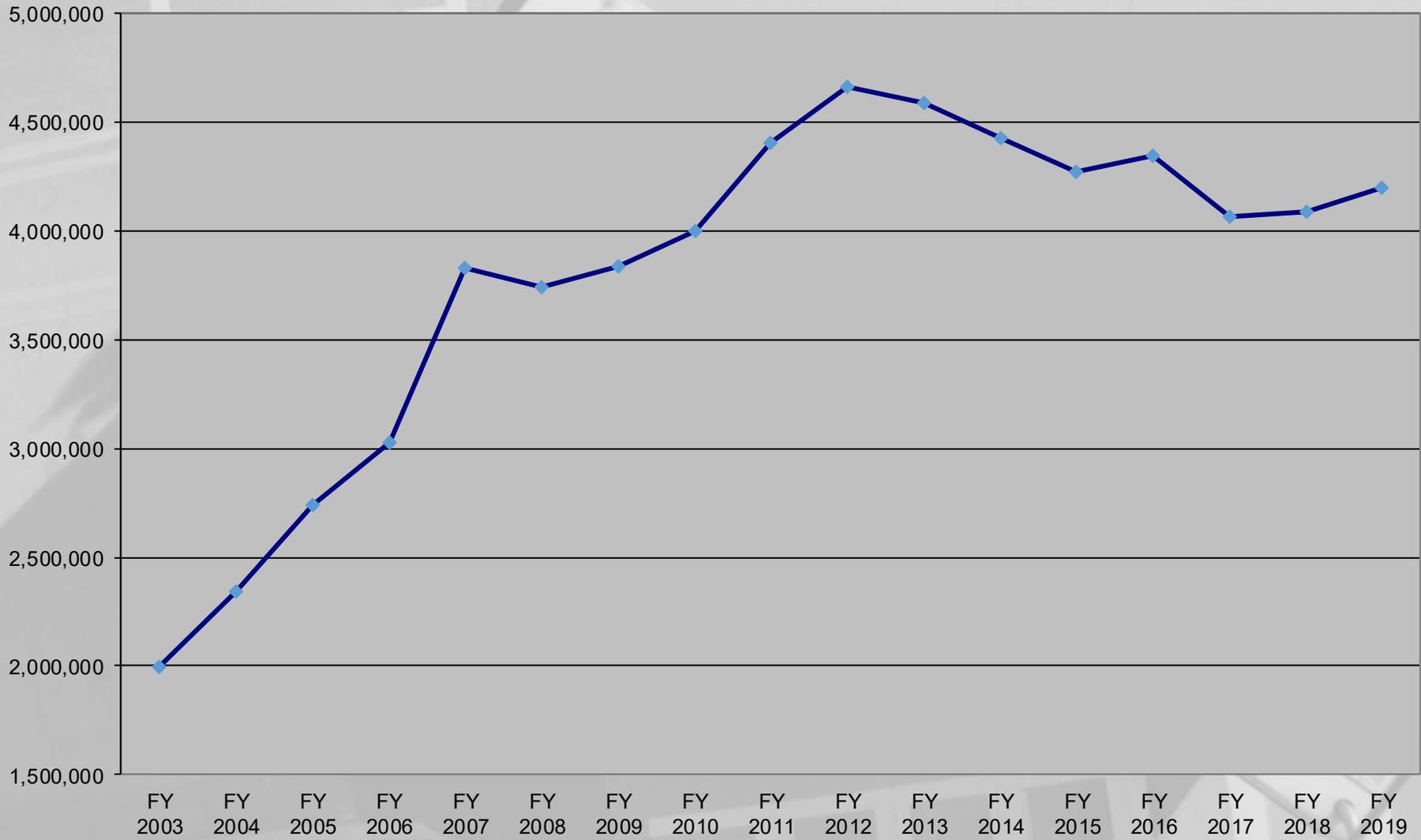
## SCAT (Specialized Community Area Transportation)

- ADA Mandated + City-wide paratransit service
- Shared ride
- Eligibility dependent upon disability

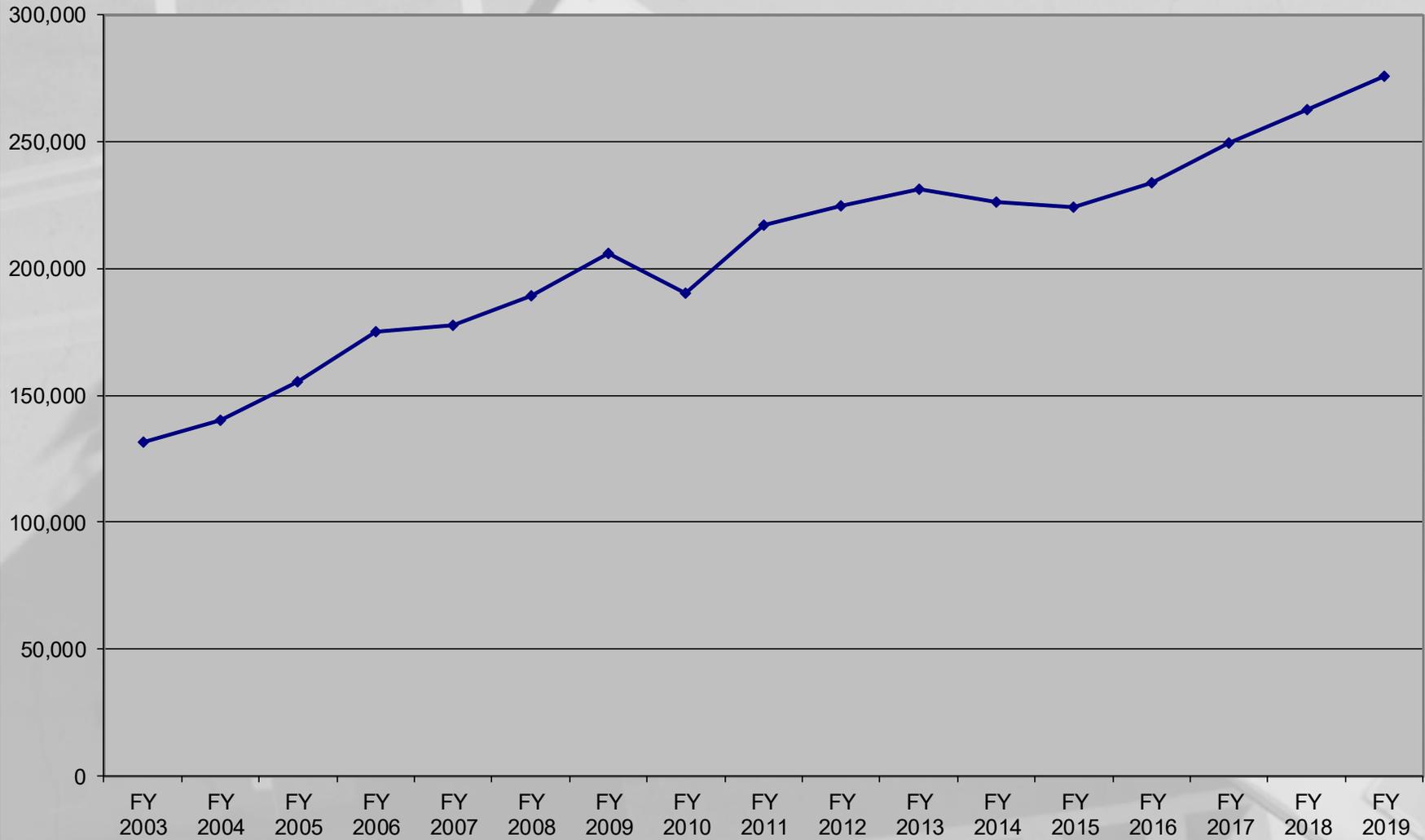
# Service Enhancements Since 2005

- 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 (Universities Funded after grant expired)*
- 2007 Implemented Weekday 30-minute Service  
*Annual Cost = \$1.8 M, additional 1,455,000 annual trips*
- 2007 Implemented City-Wide Paratransit Service for \$1.10  
*Cost in FY18 = \$1.6 Million, funded with NO additional revenue*
- 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*

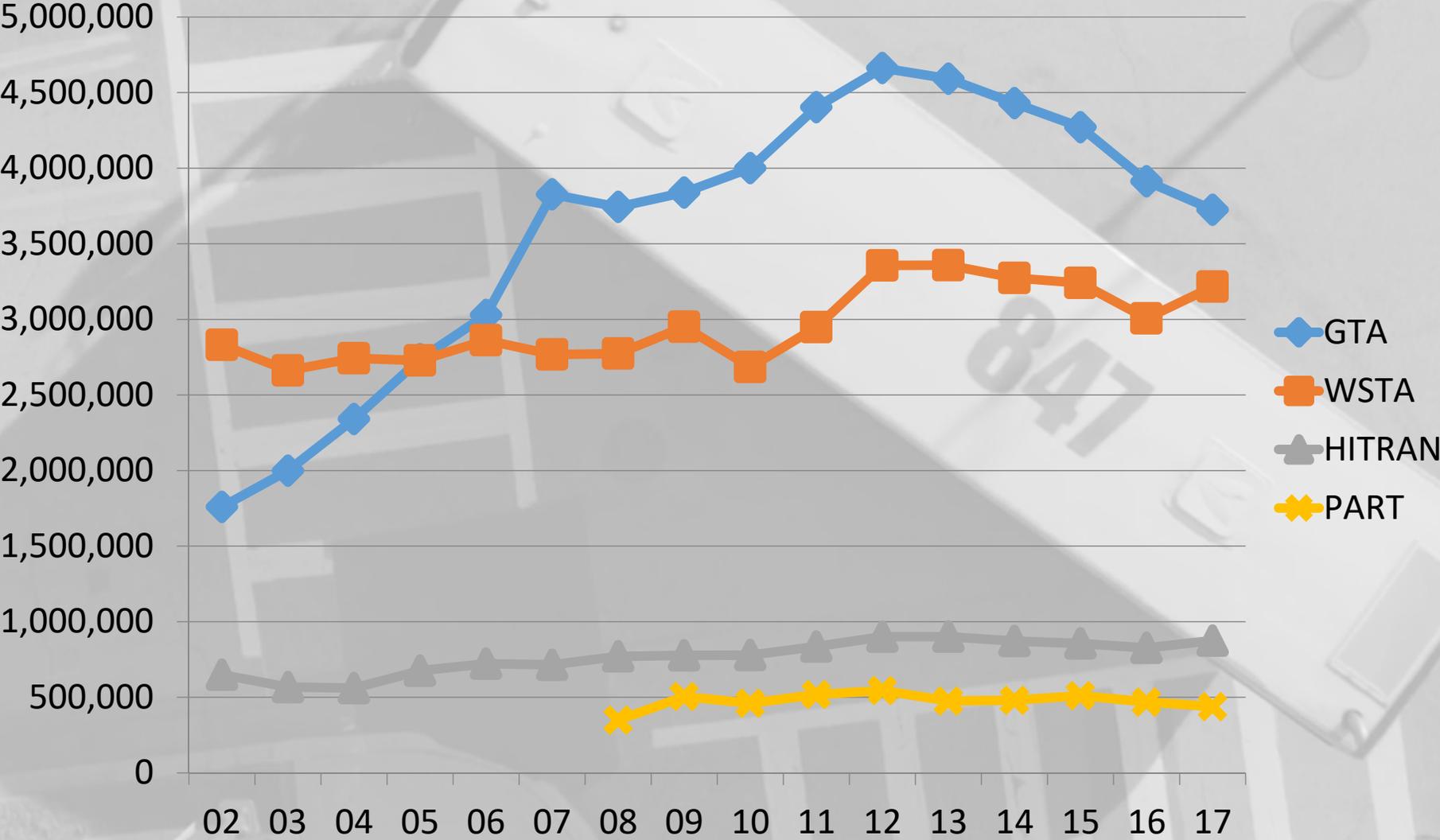
**Figure 5**  
**Actual and Projected Trends in Fixed-Route Ridership**



**Figure 7**  
**Actual and Projected Trends in SCAT Ridership**



# Comparison of Ridership Trends



# Mobility Greensboro 2040: Draft Network Plan

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# Network Building Blocks

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**New Frequent  
Transit Corridors**



**Updated  
Supporting  
Transit Routes**



**New Crosstown  
Connections**



**New Community  
Mobility Hubs**

**Network  
Redesign**

**15-Minute  
Frequent  
Routes**

**LONG-TERM**

**SHORT-TERM**

**Improved  
Weekend  
Service**

**Crosstown  
Connectors**





## Updated Supporting Transit Routes

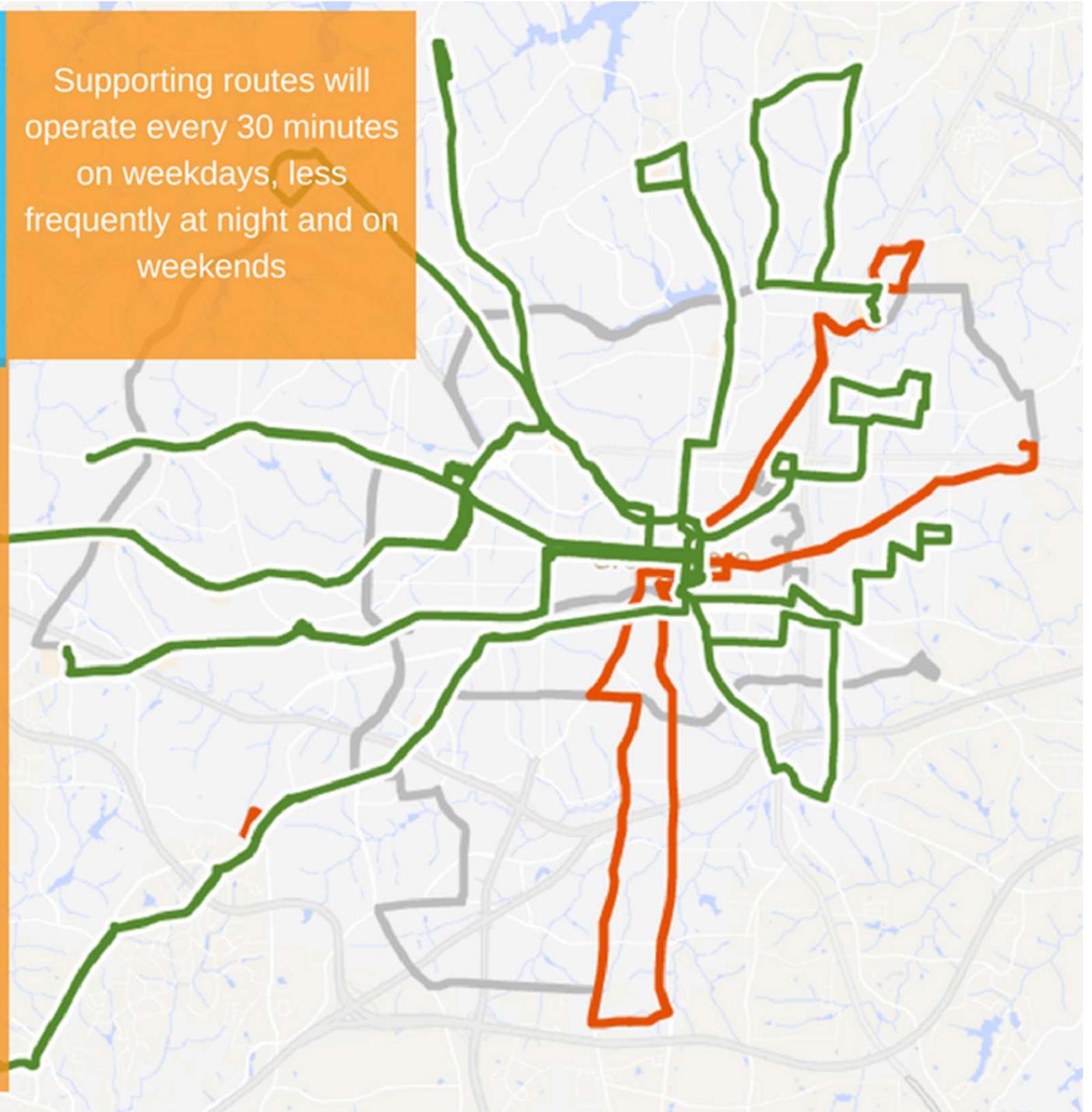
Supporting routes will operate every 30 minutes on weekdays, less frequently at night and on weekends

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 Frequent Transit Corridors

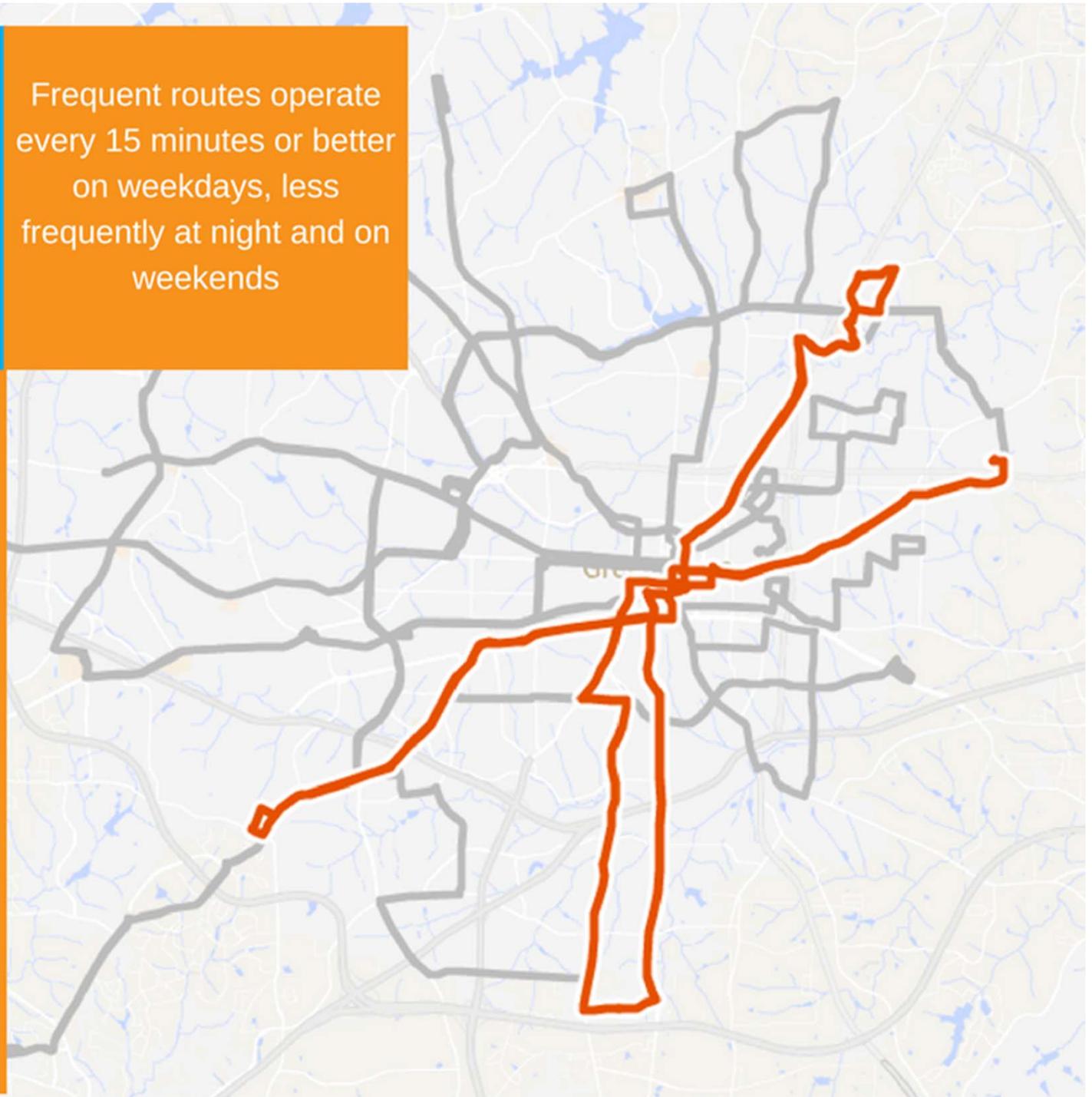
Frequent routes operate every 15 minutes or better on weekdays, less frequently at night and on weekends

Route 6 - Summit Avenue

Route 10 - Market Street

Route 11 - Gate City Blvd

Route 12 - Elm-Eugene/Randleman





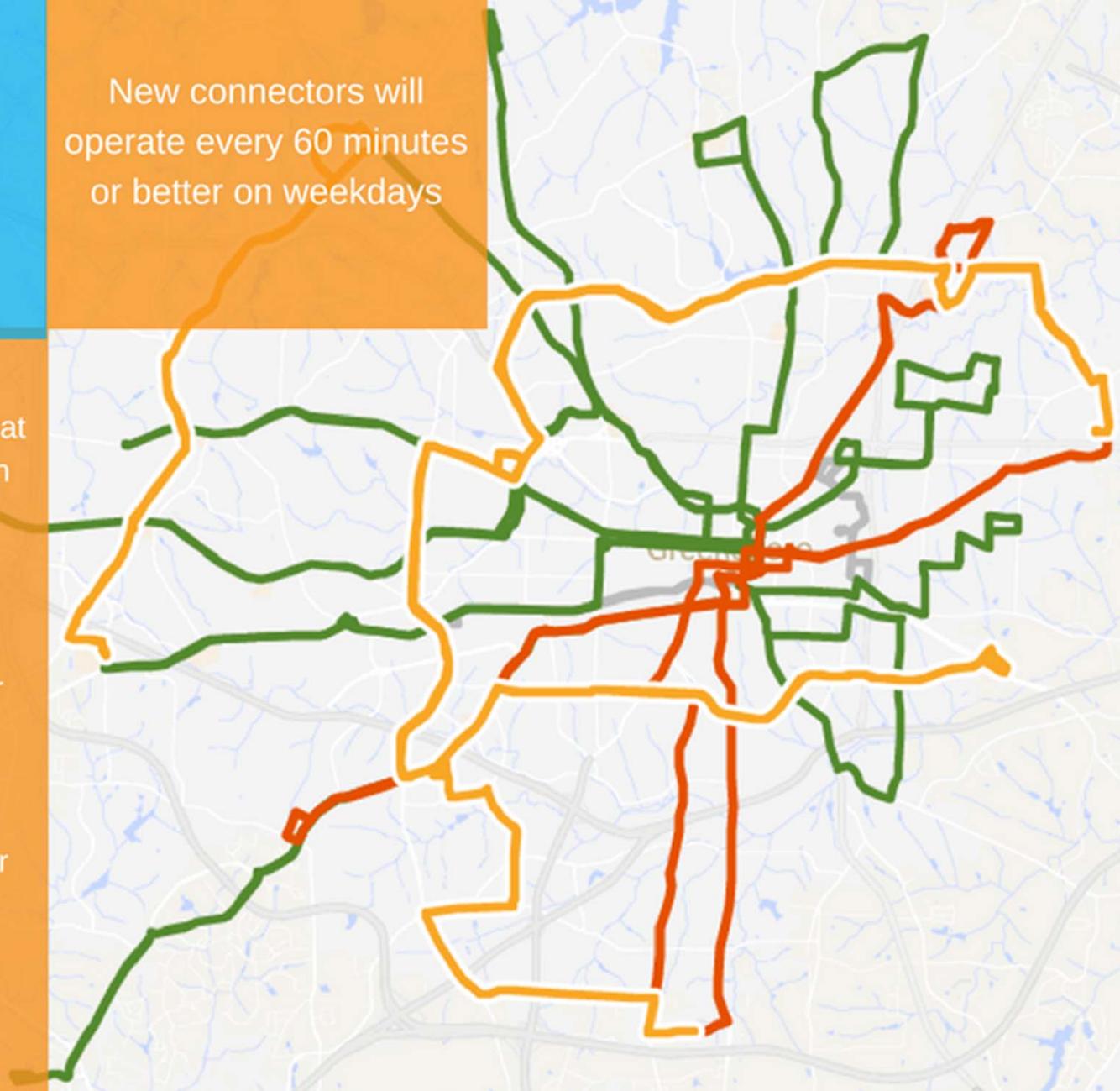
## New Crosstown Connections

New connectors will operate every 60 minutes or better on weekdays

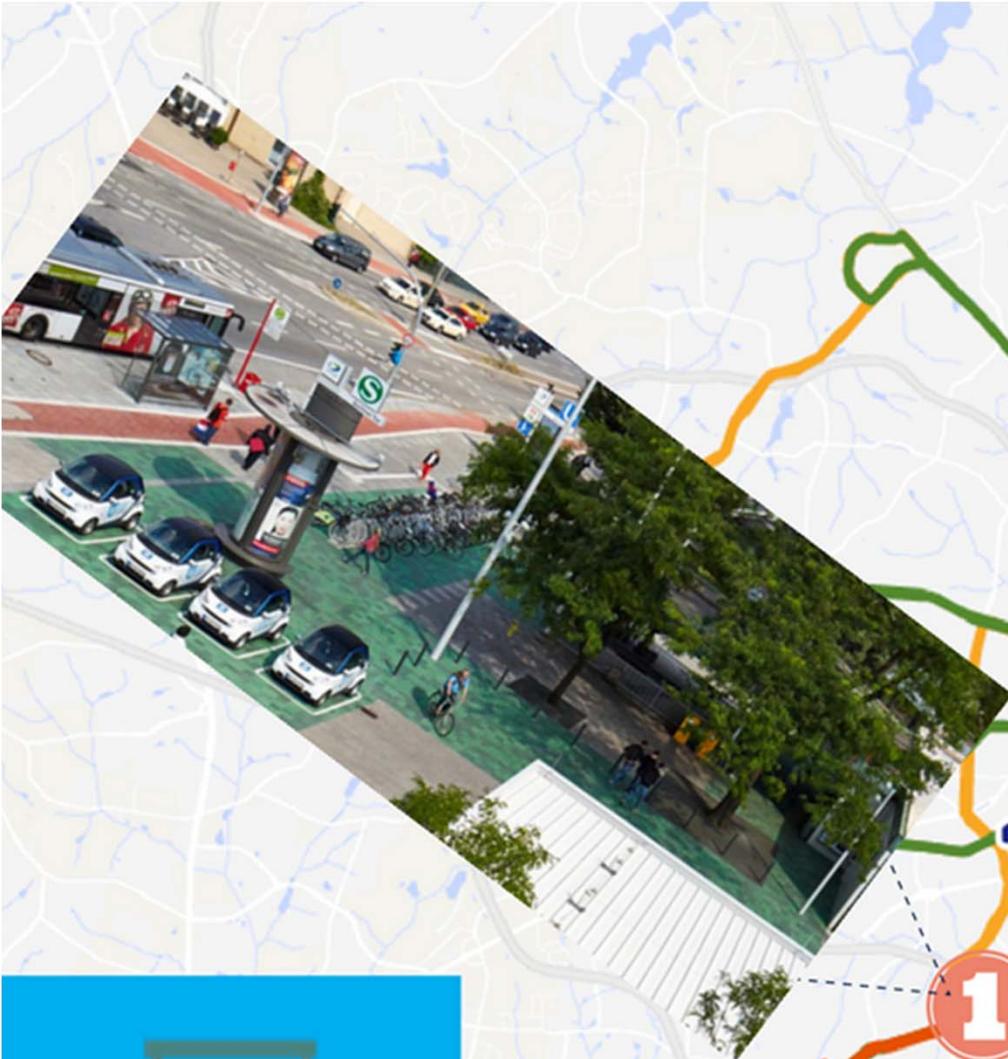
Provides connections that do not require downtown transfers:

- New Garden Road
- Holden Road Connector
- Southwest Connector
- Florida Street Connector
- Cone Connector

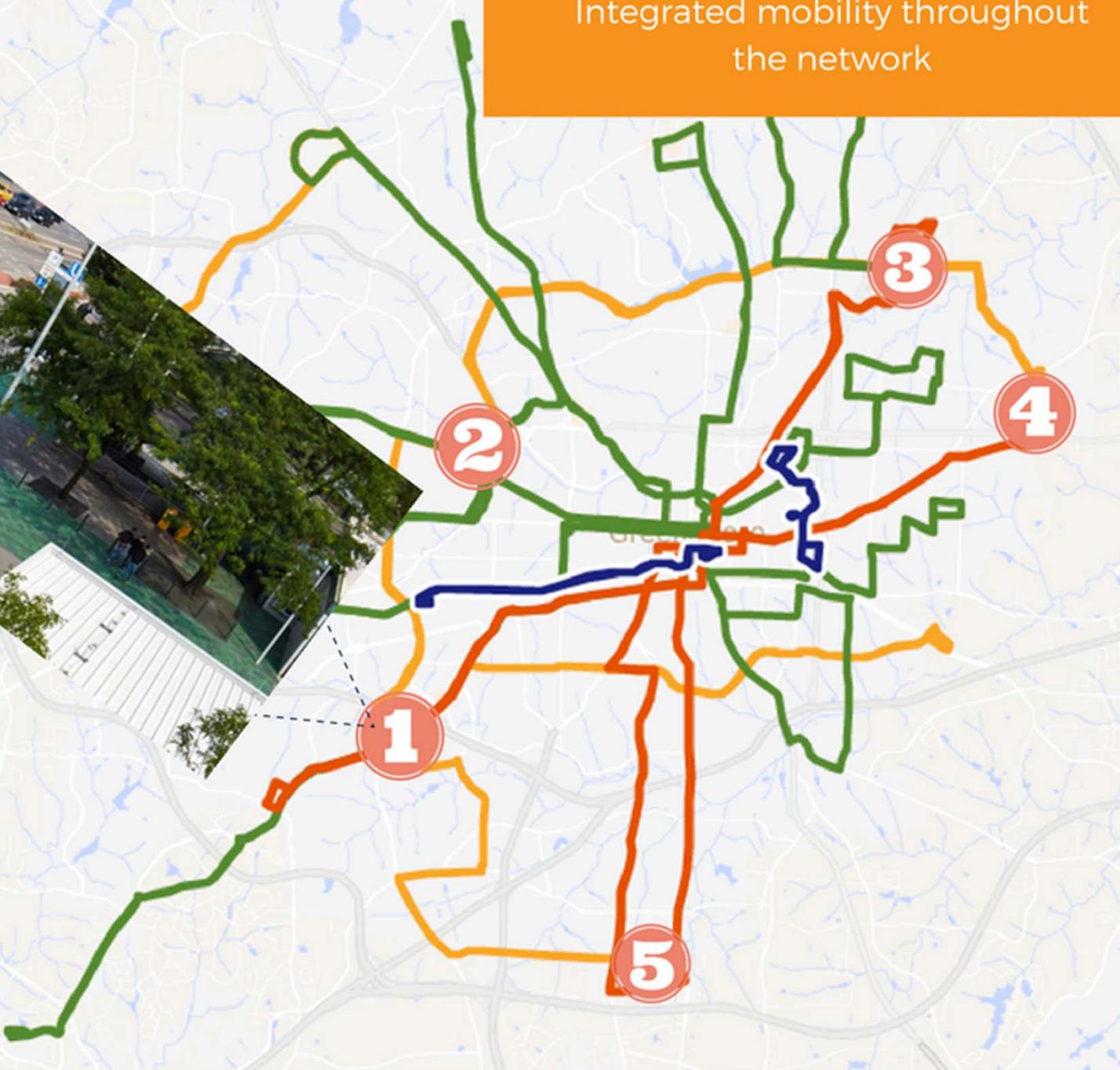
Jamestown



Integrated mobility throughout the network



**New Community  
Mobility Hubs**



# Mobility Greensboro 2040:

## First Steps

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- New Randleman Road Route
- Implement cost-neutral route Improvements
  - Route 1 “West Wendover” Changes/Modifications
  - Route 2 “Four Seasons” Changes/Modifications
  - Route 3 “North Elm Street” Changes/Modifications
  - Route 4 & 13 “Benbow/Willow, MLK Dr.” Changes/Modifications
  - Route 7 “Friendly Avenue” Changes/Modifications
  - Route 8 “Battleground Ave.” Changes/Modifications
  - Route 11 “Gate City Boulevard” Changes/Modifications

# Planned Enhancements



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# Battery-Electric Bus

- Need to replace 27 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 \$30,000 per bus per year in operating and maintenance costs.
- Ten (10) electric buses are on order, with first three (3) in service by February 1, 2019.
- Secured Duke energy competitive grant of \$450,000 to support Electric bus charging system
- Secured Low-No emission competitive grant of \$1,900,000 from FTA and plan to pair these funds with other Federal Funds to order six (6) more electric buses in 2019.

# Challenges

- Operating and Maintenance Cost Increases.
- Paratransit Usage and Cost Increase (cost \$33.51 per trip)
- Declining Fixed Route Ridership and Cost Increase(cost \$4.18/trip)
- 2018 State funding cut (\$600,000/yr.)

# Opportunities

- Continue Electric Bus Transition (each electric bus will save \$30,000/year in operating/maintenance costs)
- Work with State on restoring \$600,000 (Legislative Agenda)
- USERV Paratransit (on demand) Pilot Project Start in February
- Implement Cost Neutral Service Enhancements ( 2040 Plan)
  - Optimize Existing Routes
  - New Randleman Road Service
- Investigate “Micro-transit” for more efficient late night operations and service expansion.
- “Mobility Greensboro 2040” service enhancements (Any significant enhancements will require new revenue sources)



## Bus Shelters

- There are 1100 bus stops on our 16 routes
- Currently 85 bus shelters
- New “Sleek” Bus Shelters Take ½ the Space of Old Design
- Plan to install 37 New Bus Shelters (43% increase) Over Next 2 Yr

