



MINUTES

Greenville Transit Authority
Committee of the Whole Meeting
February 21, 2020 - 9:30 a.m.

Greenlink Administrative Office, 100 W. McBee Avenue, Greenville SC 29601

Attending

Board Members: Mr. George Campbell, Ms. Addy Matney (Treasurer), Mr. David Mitchell, Ms. Inez Morris, Mr. Dick O’Neill (Chairman), Ms. Amanda Warren (Vice Chair)

Absent Board Members: Mr. Darren Scott

City Staff in Attendance: Karen Crawford (Comptroller), Jasmin Curtis (Safety and Training Officer), Dorothy Dowe (City Council), James Keel (Transit Director), Nicole McAden (Programs and Public Affairs Specialist), Jason Sanders (Fleet Manager), Kayleigh Sullivan (Planning Manager)

Others in Attendance: Asangwua Ikein (Greenville County), Katy Smith (Piedmont Health Foundation)

Mr. Dick O’Neill, Board Chair, called the meeting to order at approximately 9:30 a.m.

A quorum is established.

Reports

Quality of Service – (Presented by Safety & Operations Manager Jasmin Curtis):

- On-time performance had an 11% increase from the month of December. Some routes have seen a 26% increase. Route 502 is doing much better due to recent change. We have had some complaints from persons missing their connections resulting from the change. We continue to experience problems with routes 504, 510 and 601. We had 4 missed trips, which is a decrease. Mr. Keel stated we will be adjusting some time points which should improve the numbers.
- We have 2 Operator vacancies for our current level of service. We have 2 people in the hiring process. Ms. Curtis put together hiring statistics at request of the Director showing why we have had difficulties filling driver vacancies. Ms. Curtis stated that of the applicants referred to our department by HR, we interviewed approximately 80%. The other 20% either withdrew before interviewed or did not respond when contacted. Of the applicants interviewed, 40% withdrew. Forty percent of those offered a job failed during the hiring process at varying stages. Only 20% actually start. We had 52 referred to us since July, but only 11 were hired. During this same time we had eight people leave. The hiring process takes approximately 2 to 3 months for applicant to start. The Board questioned whether a policy change in hiring would help. Ms. Curtis went summarized the hiring process explaining the stages of hiring.
- We had 3 unfounded complaints and 1 founded in January. We had 1 non preventable accident. January accidents is 1.3 per 100,000 miles.
- GAP on-time performance is at 84%. Our average trip length is still around 20 minutes. We had 10 long trips due to ride sharing where we had 3 or more people being transported across a 20 mile span.

Reliability of Service – (Presented by Fleet Manager Jason Sanders): Failures numbers have come down substantially due to refurbishments and being proactive. Fare box and check engine lights have decreased. We had 2 major road calls and 11 minor. These continue to trend down. Our Preventative Maintenance performance is at 87% on time. We had one completed early and one late. Our reliability for diesel buses is down slightly.

Quantity of Service – (Presented by Transit Planning Manager Kayleigh Sullivan): Ridership is on trend. TouchPass usage up 2% from last month, to a total of 18%. Ridership for Fixed Route is up compared to last month. Average daily ridership section added to the report in order to compare ridership on a single service day. Sector analysis similar to December. The East sector is high with us going from two routes to three. Clemson ID usage is up. GAP cancellations are down by 49. No shows down by 3. No denials.

Milestone Report – (Presented by Transit Planning Manager Kayleigh Sullivan): Dates not been changed for February.

Marketing Report – (Presented by Nicole McAden):

- Revenue received for advertising sales since July 1 is \$51,358.95.
- **News Coverage:** Citizen’s Transit Academy covered on WORD. Adopt-A-Stop video was picked up by a few outlets. Halton Road discussion regarding state offices discussed. No service on MLK day announcement. Punch pass discussion about transferring from paper passes to TouchPass covered. Human Trafficking Awareness Grant Award for \$25,000 was covered. Listening sessions received coverage.

- **Partnerships:** Michelin Young Professionals want to plan a scavenger hunt where they will ride Greenlink buses in September or October. Various Young Professionals groups will be asked to submit a team. Staff met with the United Way to discuss their AmeriCorps program, and we plan to submit an application for a community outreach position.
- **Events/Tours:** Citizens Transit Academy had 21 graduates out of the 24 accepted. Carolina High wrapped up presentation for NewTech program where we asked them to come up with ways to increase TouchPass usage. Students presented ideas to increase TouchPass usage among existing customers. Actions include "Greenlink TouchPass Customer of the Month" and Greenlink Street Team volunteer opportunities. OLLI Senior leaders came in for new passenger orientation. JL Mann High class of 20 students presented on how to encourage youth ridership. James Keel presented to the Greenville County Legislative Delegation. Customer Listening Sessions held January 25 and 30.

The Board discussed routes and holidays that Greenlink does not operate. Greenlink follows same schedule as the City. There are some City holidays where Greenlink operates. There had been comments made about not operating on MLK Day. Buses currently do not run on Independence Day, Christmas Day, Thanksgiving Day, Memorial Day, New Year's Day, Labor Day and MLK Day. Mr. Keel stated that staff can look at holidays we are closed and come up with an action item. It was noted that other expenses would come in to play if we eliminate closing on a holiday(s) such as fuel costs. Employee's working would also be paid at time and a half.

City's Monthly Financial Reports for December – (Presented by Assistant Treasurer, Karen Crawford):

- Operating passenger rides and fares are down. Operating passenger revenue YTD is 16% lower than the prior YTD and passenger rides are 11% lower. Advertising revenue is 41% lower.
- Salary and wages up by \$61,000. We had \$48,000 increase in overtime.
- Fuel costs are down by around \$42,000. We had an issue with a vendor whose name changed needing to get a new vendor application. This week they were paid \$65,000 for old fuel invoices with some as old as November. Our last quarterly reimbursement posted in January. The price per gallon is lower with the average cost per gallon being \$2.21 vs \$2.38 last year.
- Non-operating federal grants are \$72,000 higher. Local contributions are as projected. Capital federal grants are 1.1 million over prior year due to refurbishments and purchasing cutaways. The largest difference is the Greenville County money that was ear marked. Investment interest earnings added. Put investment earnings in capital capacity for maintenance facility.

Accounts Payable: At December 31, 2019, we had \$894,585.56 due to be paid. At 2/14/20 everything was paid except what is owed to the FTA.

Accounts Receivable: The total due to be received was \$1,258,981.60. We have received everything except around \$200,000. We are slightly behind on SMTF money.

Mr. George Campbell made a motion to recommend to the full board payment of total invoices in the amount of \$637,885.39. This is subject to the availability of funds. Ms. Addy Matney seconded the motion. There is no opposition. The motion carries and will go to the full Board for approval.

Board Invoices

Date	Vendor	Description	Invoice #	Amount	
1/31/20	City of Greenville	January 2020 expenses	85793	\$451,829.23	4
1/31/20	Coach Crafters	Bus #308 midlife overhaul	FL21773	\$7,528.75	1
1/31/20	Coach Crafters	Bus #308 midlife overhaul	FL21774	\$42,812.75	1
1/31/20	Coach Crafters	Bus #403 midlife overhaul	FL21800	\$33,771.53	1
1/31/20	Coach Crafters	Bus #402 midlife overhaul	FL21801	\$36,485.32	1
1/31/20	Coach Crafters	Bus #401 midlife overhaul	FL21802	\$49,305.60	1
1/30/20	Greene Finney, LLP	January 2020 audit billing	17025	\$15,000.00	1
1/1/20	Proterra	Bus parts	1012417	\$248.84	1
2/10/20	TD Card Services	Annual Board Meeting Lunch	2102020JK-BOARD	\$903.37	4
Total				\$637,885.39	

1 The invoice relates to various items, applicable portion grant funded, GTA responsible for 20%.
 4 The invoice relates to Board Operating expenses

Unfinished Business

Revised Bus Pass Request Application – (Presented by Marketing & Public Affairs Manager, Nicole McAden):

98 The revised application has been sent to everyone and she received feedback and incorporated it in the application. She
99 will revise web form we get when we receive a request.
100

101 **New Business**

102 **Advertising Revenue Scenarios** – *(Presented by Marketing & Public Affairs Manager, Nicole McAden):*

103 We are taking another look at issuing an RFP for advertising sales. The response to RFP received in 2017 was not
104 attractive at the time. Advertising is getting less attention by staff due to increased responsibilities. Potential vendors want
105 to know what the fleet looks like and where they can advertise. With the last proposal we put out, required firms were
106 asked to give minimum amount guaranteed. If they sold over that amount, there would be a split.
107

108 Option 1 - This is option discussed by staff offer same advertising options (poster panels on sides and on the back)

109 Option 2 - Expand wrapping. With option 2 we are using old vehicles. With this option in addition to the 3 buses with
110 Allen Tate wraps we would open up bus wraps on all Gilligs and all old cutaways. Revenue would drastically be increased.
111 Nothing would be on the new vehicles in order to keep the branding.

112 Option 3 – Allows us to look at the new and attractive vehicles such as new GAP Vehicles, Proterra buses and new 30 and
113 35 foot buses. With Option 3, if open up to new paint schemes and allow ads on windows potential revenue is maximized.
114 With this option you disrupt branding.
115

116 The Board needs to decide whether to allow window vinyl ads. There is a concern about law enforcement not seeing in
117 vehicle during a hostage situation. We could continue what we are doing now with poster panels (driver and curb side and
118 tail). King Kong goes floor to ceiling but not the entire bus. A lot of advertising firms do not like panels because an
119 advertiser is more likely to do longer ads when they made a higher investment in installing a vinyl ad. If we continue what
120 we are doing we have the cutaways that could be used for advertising. Ms. Matney asked whether we could include our
121 new branding graphics somewhere in the wrap such as in the corner for more consistent branding. Mr. Keel stated we could
122 add the pip on back glass and not fully wrap the bus. Most agencies want king ads which is driver side ads. Staff is
123 seeking feedback. No action item required.
124

125 **Reviewed GTA Mission Statement and Continued Discussion of Goals:**

126 **Greenlink Transit Mission Statement: Greenlink supports the mobility, livability and economic viability of the**
127 **Greenville region by: Providing convenient, safe, reliable, efficient, and financially sound public transit; and Playing**
128 **an increasing important role in the community's transportation system.**

129 Chairman O'Neill sent this out to everyone to get their input. Board members had things they felt should be added or taken
130 out. Chairman O'Neill asked board members to send him what they feel should be in the mission statement, and he will
131 send another draft out next week.
132

133 Chairman O'Neill signed up on Sign-Up Genius link to attend the PRISMA Health meeting relative to changes to 504, but he
134 would have to leave at 9:30 a.m. He would like for another board member to take his spot. Chairman O'Neill asked the
135 Board to think about assigning a board liaison to a staff member. Ms. Matney stated that we are looking at the conflict of
136 interest document and revising it. She feels the Board Attorney needs to review the draft.
137

138 **Ms. Addy Matney made a motion to adjourn. Mr. David Mitchell seconded the motion to adjourn. There is no**
139 **opposition. The motion carries.**
140

141 Minutes were transcribed by Lorrie Brown and distributed via email on Tuesday, February 25.