

Greenville Transit Authority  
**DEVELOPMENT COMMITTEE MEETING**

Greenlink Administration Office • 100 W. McBee Avenue. • Greenville, SC 29601  
May 21, 2019 – 9:00 a.m.

**Committee Members in Attendance:** Mr. David Mitchell, Ms. Inez Morris (Vice Chair), Mr. Dick O’Neill  
**Others in Attendance:** Mr. Asangwua Ikein (County Transit Planner), Cindy McGrath (United Way Product Development)  
**City of Greenville Employees in Attendance:** Caleb Cousins (Advertising Business Development Intern), Mike Blizzard (Technical Services Manager), Jasmin Curtis (Safety and Training Officer), Nicole McAden (Marketing and Public Affairs Specialist), Jason Sanders (Fleet Manager), Kayleigh Sullivan (Transit Planner and Grants Coordinator)

**Inez Morris called the meeting to order at approximately 9:00 a.m.**

**Quorum established.**

**Welcome and Introductions:**

**REPORTS:**

**KPI Report (Nicole McAden)**

- Ridership increased from the prior month for Rt. 2, Rt. 3, Rt. 6 and the trolley. Rt. 14 is trending the same. We have a decrease of 7% from last year. The Augusta and Arts West trolley routes will only operate when there are no Greenville Drive home games.
- Number of accidents decreased. Road calls rose slightly. Forty-two percent of road calls is for check engine lights.
- Farebox is in line.
- Proterra buses sent back to the factory for minor repairs. When they return, they will put on shadow service and drivers will be trained on these buses.

**On Time Performance Report (Nicole McAden)**

Rt. 11 continues to be the route that is late the most.

**Marketing Report (Nicole McAden)**

- We signed \$1,721.50 in new contracts (Grainger and American Heart Association). We have a pending contract with Anthem Healthcare. Total revenue since July 1, 2018 is \$100,142.14.
- **PR/Media Relations:** Stories on iMAGINE Upstate Festival and Proterra picked up. Our detours were covered. Greenville Connect gave a press release in support of public transit. Lindsey Jacobs, City Council candidate, came out in favor of Greenlink funding. City Council appropriated Prima Health funds to Greenlink to provide the match for “Low No” grant. A portion of funds will be used to upgrade bus stops around GHS Prisma Health campus.
- **Partnerships:** Human Trafficking grant application is due this Friday. We are partnering with several organizations to aid us with submission of the grant application. The key goal is to provide driver training in detecting human trafficking red flags. We will also do a public awareness campaign and put information on buses and in our bathrooms. We will be collecting data and working with the Sheriff’s Department and Department of Homeland Security in documenting whether our efforts to increase reports of these offenses is effective. Cindy McGrath with the United Way will assist us with at Adopt-A-Stop. The United Way will be a key partner by helping match organizations to Greenlink. They will work with groups wanting to do hands on volunteer work or raise funds to upgrade stop amenities.
- **Sponsorships:** iMagine Upstate and Ten at the Top sponsored Fare Free Day April 6 in conjunction with the festival. This increased ridership by 27% from the previous Saturday.
- **Events/Tours:** Proterra Ribbon Cutting held on April 5 attracted nearly 200 people. We had a Proterra bus on display at the iMAGINE Upstate Festival held April 6. The Robert Wood Johnson Foundation is considering awarding Greenville County the Culture of Health Award. This brought transit to the forefront. Housing, Land Use

55 and Transit Forum was held April 30. They discussed priorities of the community. There was a comment made that  
56 “public officials who do no support public transit are not doing their job”.

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58 **Strategic Milestone Report**

- 59 • Strategic Milestones were updated based on accomplishing what is in the TDP. Several items were added.  
60 • A Monthly Fare product remains on the list. This item was presented at the Finance Committee Meeting and they  
61 voted to send it to the full board for approval. We are moving forward with route changes in July.  
62 • Implementing longer service hours is dependent upon what occurs at the County Council Meeting of the Whole  
63 tonight. October is the target date for extending routes if funds are made available.  
64 • Securing property for the maintenance facility is ongoing.  
65 • Increase in frequency would require at least 16 individual buses in our fleet. Procurement would have to happen  
66 before implementation can occur. Implementation is scheduled for 2023.  
67 • Implementation of Sunday service is scheduled for 2024.  
68 • Implementation of TDP routes is scheduled for 2025.

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70 **NEW BUSINESS:**

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72 **Adopt-A-Stop**

73 The United Way will assist us with this item. We have persons contacting us regarding buying a bench for a stop. Stops  
74 are not one size fit all in that each stop has a different right of way, different property owner and require different  
75 permits that have to be applied for before anything can be done. We are asking volunteers at a minimum to drive and  
76 pick up trash once a week for a chosen stop. If a group wants to move forward in doing some type of upgrade for a  
77 bus stop they can present their plan. New stop signs presented to the committee. Adopt-A-Stop signs will be placed  
78 under bus stop signs. Call in instructions for arrival will also be underneath bus stop signs. The supplemental sign will  
79 provide phone numbers and call in and text info. Ms. Inez Morris questioned whether there was a way to include times  
80 the bus would actually arrive at stops. Ms. McAden stated that signs are expensive and have been purchased. A  
81 discussion ensued relative to the selling points for a group to adopt-a-stop. If an organization wants to adopt we can  
82 ask them to host a lunch and learn to talk more broadly with staff about the system. This could lead to further bicycle  
83 pedestrian advocacy.

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85 **Mr. Dick O'Neill made a motion to recommend implementation of Adopt-A-Stop. Mr. David Mitchell seconded the**  
86 **motion. There was no opposition. This item will go to the full board for approval.**

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88 Mike Blizzard stated that the City is in the process of replacing the fleet management software. Greenlink will benefit  
89 from this. Conversion should be made by the end of the summer.

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91 **Mr. David Mitchell made a motion to adjourn. Mr. Dick O'Neill seconded the motion. There is no opposition. The**  
92 **motion carries.**

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94 The Development Committee Minutes distributed by Lorrie Brown via email on Wednesday, May 22, 2019.