

**METROPOLITAN TRANSIT COMMISSION**  
**Meeting Summary**  
**May 27, 2009**

**DISCUSSION SUMMARY**

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Presiding: Mayor Lee Myers (Matthews)

Present: Curt Walton (Charlotte City Manager)  
Jennifer Roberts (Chair, Mecklenburg County Commission)  
Harry Jones (Mecklenburg County Manager)  
Marion Cowell (NCDOT Representative)  
Mayor Jeff Tarte (Cornelius)  
Mayor John Woods (Davidson)  
Leamon Brice (Davidson Town Manager)  
Mayor Jill Swain (Huntersville)  
Ralph Messera (Matthews)  
Brian Welch (Mint Hill Town Manager)  
Mike Rose (Pineville Town Administrator)  
Jenifer Falls (TSAC Vice Chair)

Chief Executive Officer: Keith Parker

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**I. Call to Order**

The regular meeting of the Metropolitan Transit Commission was called to order at 5:40 pm by MTC's Presiding Chair, Lee Myers, in Mayor McCrory's absence.

**II. Review of Meeting Summary**

The Meeting Summary of April 22, 2009 was approved as written.

**III. Transit Services Advisory Committee Chairman's Report**

**Jenifer Falls**

Ms. Falls summarized TSAC's meeting of May 14, 2009. TSAC reviewed rules and procedures for its committee bylaws with the –CATS' Attorneys, as well as bylaws for CTAG and MTC. TSAC asked CATS staff to develop recommendations related to term limits and attendance requirements for TSAC and CTAG members. TSAC elected a new chair, Rick Sanderson, who will serve until January, when a new chair will be elected according to TSAC's rules. TSAC reviewed the proposed vanpool rate increase for 2010. The last vanpool rate increase was in 2005. The proposed increase is designed to recoup more operating expenses, establish fares consistent with the rate of inflation, and include the vanpool program as part of the overall CATS fare policy. CATS staff will hold a public meeting in June and present their recommendations to TSAC and then to the MTC. Olaf Kinard, CATS Director of Marketing & Communications, gave a presentation on the rapid transit line colors. TSAC agrees with the staff's approach to this issue. TSAC discussed the proposed pilot program for bus wraps. TSAC members voted on the pilot program, with four in favor, four against bus wraps and one member abstaining.

**IV. Citizens Transit Advisory Group Chairman's Report**

None.

V. **Public Comment on Agenda Items**

None.

VI. **Action Items**

None.

VII. **Information Items**

a. **House Bill 148**

Mr. Parker reviewed the discussion at last month's MTC meeting, where Mayor McCrory directed staff to put consideration of House Bill 148 on the agenda for tonight's discussion. Mr. Parker said that Matthews, Davidson, and the City of Charlotte have endorsed Mecklenburg County's inclusion in House Bill 148. Staff has prepared a resolution for the MTC to consider that recommends to the Mecklenburg County delegation of the State legislature that Mecklenburg County be included in the *Congestion Relief/ Intermodal Transportation 21<sup>st</sup> Century Fund* item that has been passed by the House and is now in the State Senate. Mr. Parker said that MTC members could do nothing, pass this resolution or some other resolution.

**Discussion:** Mayor Myers stated that Matthews supported this out of a belief that all jurisdictions should have all authority. Mayor Woods concurred that having the additional option may be valuable for future needs. He added that it was preferable for Mecklenburg to be included now rather than later. Commissioner Roberts added that the County has discussed this in a policy meeting but has not acted on it. She recommended that the MTC pass the resolution for the reasons already stated. Mayor Woods seconded the motion. Motion carried unanimously.

b. **Corridor Renaming**

Mr. Parker reminded MTC members that staff was asked to investigate the ramifications of changing the names of proposed rapid transit lines. He introduced Mr. Kinard to present staff's findings. Mr. Kinard opened by saying that staff has reviewed its investigations and findings with TSAC. He reviewed CATS' branding history, saying that the CATS brand was developed in 2000. The rapid transit branding strategy was developed in 2005-2006 as CATS prepared for light rail, and incorporated line colors as part of the characteristics. The discussion of whether to change some of the lines' colors began in 2008. Mr. Kinard said that CATS has four main service branding groups. One is the Traditional Service Group, such as local bus, Express bus, community shuttle, streetcar, and enhanced bus services. This group typically runs in the street intermixed with traffic, stops at bus or service stops, and vehicles have a similar design. Streetcar will run intermixed with traffic and will replace existing bus service where it is used. The enhanced bus has been placed in this category because it will be replaced with Streetcar. The second service branding group is the Historical Service Group, the Charlotte Trolley and Gold Rush services. The external vehicle characteristics of this group have a historical flavor, but vehicles incorporate new technologies. Anyone can ride, the services only serve certain areas, and vehicles have a unique brand identity. The third group is the Special Service Group, consisting of vanpool and Special Transportation Service. These groups have special requirements for riders. STS riders must follow a certification process; vanpool riders must complete a request to enter

the program. So not everyone can ride these groups, which have a different fare structure and travel point-to-point rather than following certain routes. The last service branding group is the Rapid Transit Service Group, such as light rail, rapid bus, and commuter rail. The LYNX, or rapid transit branding group, provides a high level of service, follows an exclusive right of way free of congestion, and provides different amenities at transit stations and a barrier-free method of payment. Mr. Kinard reviewed the system map, and said that it was preferable to stick with variations on primary colors or metallic colors such as gold and silver. He showed samples of current bus stop signs and the Sprinter signs currently in production that emphasize the green of the local bus system. Mr. Kinard said that a cross-divisional staff reviewed the rapid transit line colors and researched other rail systems in North America. There are a number of existing signs on the Blue Line that incorporate blue, such as wayfinding signs for vehicles, street signs, signs at and around light rail stations and Uptown wayfinding pedestrian signs. In addition, many local businesses have incorporated the name or color of the Blue Line into their marketing materials. A color change would require changing a large number of signs and marketing materials.

Mr. Kinard stated that staff recommends that the line should be one continuous color for the LYNX Blue Line and Blue Line Extension (BLE), regardless of what color is used. Staff could find no rail system that had one continuous line that switched colors mid-line. There were some lines that merge into other lines going in the same direction. Those systems maintain both colors along the merged corridor, but no lines change color in the middle. Staff recommends that the decision on the LYNX line color be held until the FTA approves the BLE to enter into Final Design, so we have assurance of Federal funding for the BLE. Mr. Kinard said that staff can talk with UNC Charlotte about designing special station identifications for stations on the UNC Charlotte campus, such as incorporating the UNC Charlotte logo, mascot, and/or colors into the on-campus station designs. Mr. Kinard said that staff estimates the cost to change to another color would probably be in the range of \$200,000 to \$500,000. It will take time to get a more precise dollar figure for changing the color on the existing line and using that color on the BLE. Changing the line color for the Purple Line would have a minimal cost impact, primarily changing collateral materials and educating the public on any change made. The main issue is that if red was chosen, it would be very similar to the color used for Express buses. However, people can tell the difference between a bus and a train. Confusion will be minimal, but it is something to consider.

Mr. Kinard concluded by saying that CATS staff recommends that the MTC delay changing the line color of the BLE until after the FTA makes its decision on whether to approve the BLE to enter into Final Design. During the interim time period, CATS will have discussions with UNC Charlotte and obtain detailed costs for the MTC's review. Mr. Kinard said that changing the Purple Line color to red is the MTC's prerogative. CATS recommends that the MTC develop a policy for making future line name and color changes, in order to understand the branding strategy in the future.

**Discussion:** Commissioner Roberts asked whether Cornelius and Huntersville were comfortable with the change. Mayors Tarte and Swain said Cornelius and Huntersville were OK with the change. Commissioner Roberts asked whether there might be any issues with Mooresville and Lowe's in the future. Mayor Tarte said that he did not anticipate any issues. Mr. Parker said if the MTC wants to change the Purple Line to the Red Line officially, he would advise that the issue be brought back as an action item to give others time to

comment, and to give time to develop a policy for line name or color changes so a new group of MTC members would not be able to change a line's color again in the future. Mayor Swain moved to recommend moving forward to develop a policy and toward making the recommendation to change the line name to the Red Line and allow additional input. Mayor Myers proposed asking staff to make recommendations on policy decisions and color changes, and to have the opportunity for public input. All members concurred.

**VIII. Chief Executive Officer's Report**

**Keith Parker**

Under the CEO's report, Mr. Parker discussed the following:

**a. Monthly Financial Report**

Mr. Parker referred MTC members to this month's budget report. Recent budgetary changes have resulted in balanced budgets for this fiscal year and next fiscal year. Mr. Parker also updated MTC members on the recent layoffs. Original projections were that CATS would need to lay off up to 40 bus operators and as many as 10 City of Charlotte employees. In the end, 22 bus operators were laid off. CATS hopes to rehire all operators by next spring as other operators leave the system. Six City of Charlotte employees were laid off. CATS placed two City employees into other jobs within the City without their missing a paycheck, two others decided to pursue opportunities outside the City, and two are still looking. So the numbers dropped substantially from the original projections.

**Discussion:** Mr. Messera asked whether the bus drivers' layoffs were based on seniority, as they are unionized workers. Mr. Parker confirmed that the least senior drivers had been the first to be laid off.

**b. Legal Settlement**

Mr. Parker reported that, last night, the City approved the settlement with Crowder Construction. This was the last major uncertainty in finishing the South Corridor light rail project within its \$462.7 million budget. Crowder had asked for just under \$3 million; we settled for \$566,000. This settlement was the last of the major claims. There are other things to finish, but CATS will likely come under the \$462.7 million cost estimate for the South Corridor's construction.

**c. Bus Wraps**

Mr. Kinard said that staff had discussions with the organization that had expressed interest in bus wraps, but they have not submitted a proposal yet. Therefore, CATS has nothing to bring forward at this time except to note that bus wraps were discussed with TSAC; their vote was split 50-50.

**Discussion:** Mayor Tarte asked whether CATS had a sense of the timing on when ridership numbers would be re-explored relative to suspending further routes. He noted that the decision on suspending Sunday service for the Village Rider routes has been delayed, and mentioned the suspended 77X Sunday service. Larry Kopf, CATS Manager of Service Development, said that CATS is still looking at those routes. Decisions on those routes will probably be made in early 2010.

**d. Triennial Review**

Mr. Parker reported that the Federal Transit Administration (FTA) conducted its 2009

Triennial Review in Charlotte on May 20-22, 2009. The FTA thoroughly examines 23 categories from operations financials and bookkeeping to vehicle maintenance, to assess whether transit systems are in compliance. Their preliminary assessment was that CATS had no deficiencies in 20 of 23 areas. CATS corrected one area of deficiency immediately so that will not show as a deficiency. The two areas where they found deficiencies were not a surprise. The FTA wants CATS to develop a comprehensive program to maintain the facilities along the Blue Line. Staff expected this, due to the newness of the service. The second area is a new requirement, so all systems the FTA assesses will have this deficiency. CATS has cut service and raised fares within the past year. In the past, the only requirement was that systems had to have a policy on how to announce fare increases and service cuts and follow the process the FTA required. Now the FTA is requiring that systems also perform an analysis of the impact after service cuts and fare increases are implemented. Mr. Parker said this is a good idea. CATS will develop a program to assess impacts to meet the new requirements. Mr. Parker said that overall, the report from the FTA was a fantastic report for CATS.

**e. Annual State Roadeo**

Mr. Parker said that CATS competed in the annual State Roadeo in Wilmington, where all NC transit systems compete. Both CATS bus and paratransit services finished in first place overall again this year. A number of drivers placed in the top three state-wide. Mr. Parker said it was impressive that CATS won System of the Year for both paratransit and bus services.

**Discussion:** Commissioner Roberts asked about the best way to recognize Roadeo winners. Mr. Parker said it would be appropriate if they were recognized at an MTC meeting. Mr. Walton concurred, and MTC members agreed to have Roadeo winners at a future MTC meeting.

**f. MTC Meeting Schedule**

Mr. Parker suggested and the MTC agreed to not meet in June. Therefore, the next MTC meeting will be July 22, 2009, at 5:30pm.

**g. FTA Regional Administrator Meeting**

At the Bus Roadeo, Mr. Parker had the opportunity to speak with the FTA's Administrator for this region. For the Northeast Corridor, CATS is currently asking for 50 percent Federal participation. As reported to the MTC last month, CATS thinks the BLE will be well within the Federal requirements for cost-benefit. Mr. Parker asked the FTA Regional Administrator her opinion of the appropriate way to advocate for the Federal government's participation to be greater than 50 percent. She commented that if any system in America could make a strong argument, it would be Charlotte, due to the South Corridor. Mr. Parker proposed a 60 percent match. She advised CATS to review other systems to see if anyone else has received a similar match. A 60 percent match by the Federal government could mean a difference of \$100 million. Mr. Parker said that John Muth and his staff will review the Full Funding Grant Agreements received by other systems in recent years to see if this could be an option.

**IX. Other Business**

Commissioner Roberts asked if this was Mr. Parker's last meeting, and he said it was. She said that Mr. Parker has had a big part in creating the high regard in which Charlotte's transit system is held, and that he has been a great communicator. The MTC appreciates his legacy. Mayor Swain noted that he is a Huntersville resident. MTC members and CATS staff gave him an ovation of approval. Mayor Woods asked about the process for his replacement. Mr. Walton said that he will develop the process in the next few weeks. Mayor Tarte noted that this position requires a particular skill set and talent from a finite resource, and Charlotte will have to spend money to get top talent. Mr. Walton said that MTC bylaws direct that CEO choice is a consensus recommendation from the County Manager, the City Manager, and one member appointed by the MTC. This process was followed in the last recruitment. Mr. Walton said that he would prefer broader input for this recruitment. Mr. Brice commented that in the past, we created a profile for the individual and used a hiring firm, and asked if this recruitment would follow similar guidelines. Mr. Walton said this is a finite sample size, so he recommends using a search firm, preferably one with a niche in transit. Mr. Parker said that his time in Charlotte has been a great time. In the beginning, Mr. Parker said that his two goals were that the City Manager would not spend so much time worrying about transit issues, and he hoped to help change the conversation about what it means to be associated with CATS. Several years ago, CATS was viewed as the epitome of what is wrong with government, with employees who were unresponsive and difficult to reach, and an organization involved with scandals. Today, CATS is viewed both regionally and nationally as being a very positive asset to our region. Mr. Parker said that if he has had a role in that, he feels very positively about his time here. He thanked the MTC members for a very good time.

**X. Public Comment**

None.

**XI. Adjourn**

The meeting was adjourned at 6:30 pm by Mayor Myers.

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NEXT MTC MEETING: WEDNESDAY, JULY 22, 2009, 5:30 PM

**METROPOLITAN TRANSIT COMMISSION  
ACTION ITEM**

**STAFF SUMMARY**

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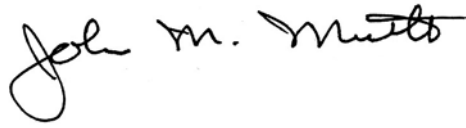
**SUBJECT:** Celenese Express Shuttle

**DATE:** July 22, 2009

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- 1.0 PURPOSE/SCOPE:** This action will approve the implementation of the Celenese Express Shuttle, with a reimbursement rate of one-hundred (100) percent of the net service cost from the City of Rock Hill.
- 2.0 BACKGROUND/JUSTIFICATION:** Officials from the City of Rock Hill, SC approached planners from the Charlotte Area Transit System (CATS) and proposed new service from York County to the Lynx Blue Line I-485 Station. Past agreements for regional services have been executed per MTC policy with a 50/50 split of costs, CATS being responsible for 50% of costs, and the regional partner being responsible for 50% of costs. CATS proposed that Rock Hill pay for 100% of the new proposed service because of recent budget and service reductions in Mecklenburg County, and Rock Hill agreed to this new funding proposal. The primary goals of the Celenese Express Shuttle would be to facilitate access to jobs and to reduce the number of vehicles currently being driven and parked in the City of Charlotte. The 78X Celenese Express Shuttle would provide service to the Hwy. 161 area in York County and would connect into the I-485 Lynx Blue Line Station. If approved the new route would be implemented in October 2009.
- 3.0 PROCUREMENT BACKGROUND:** NA
- 4.0 POLICY IMPACT:** CATS Financial Policies, which were adopted by the MTC in October 2000 and last amended in December 2007, require that governmental units outside of Mecklenburg County reimburse CATS for service delivery in those areas. CATS will enter into a one-year contract with the City of Rock Hill that stipulates that Rock Hill will pay for one-hundred (100) percent of the net operating cost of the new service.
- 5.0 ECONOMIC IMPACT:** The cost to provide the service is estimated at \$90,000 annually. The City of Rock Hill will reimburse to CATS one-hundred (100) percent of the cost.
- 6.0 ALTERNATIVES:**
- (1) Approve the action as presented.
  - (2) The MTC could choose to not approve implementation of the Celenese Express Shuttle.
- 7.0 RECOMMENDATION:** It is recommended that the MTC approve the implementation of the Celenese Express Shuttle service and the reimbursement of one-hundred (100) percent of the cost of the services from the City of Rock Hill, SC.
- 8.0 ATTACHMENT (S):** None

**SUBMITTED AND RECOMMENDED BY:**

A handwritten signature in black ink that reads "John M. Muth". The signature is written in a cursive style with a large initial 'J' and a horizontal line extending from the end of the name.

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**John M. Muth, P.E.  
Interim Chief Executive Officer, Charlotte Area Transit System  
Director of Public Transit, City of Charlotte**



**METROPOLITAN TRANSIT COMMISSION  
ACTION ITEM**

**STAFF SUMMARY**

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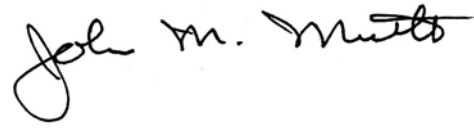
**SUBJECT: Concord Mills Express Saturday Service**

**DATE: July 22, 2009**

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- 1.0 PURPOSE/SCOPE:** This action will approve the implementation of the Concord Mills Express, with a reimbursement rate of seventy-five (75) percent of the net service cost from various partners.
- 2.0 BACKGROUND/JUSTIFICATION:** Job Access/Reverse Commute (JARC) grants are designed to fund projects that improve access to jobs. The Charlotte Area Transit System recently submitted a successful JARC grant application to provide Saturday service connecting Uptown Charlotte and Concord Mills. Past agreements for regional services have been executed per MTC policy with a 50/50 split of costs, CATS being responsible for 50% of costs, and the regional partner being responsible for 50% of costs. The net operating cost of the new proposed service is estimated to be \$44,290 annually, and CATS would fund 25% of the cost, Lowes Motor Speedway would fund 12.5% of the cost, the City of Concord would fund 12.5% of the cost, and 50% of the cost would be funded via a JARC grant. The primary goals of the Concord Mills Express would be to facilitate access to jobs and shopping at Concord Mills and in Uptown Charlotte. The 79X Concord Mills Express would provide two-way Saturday service between Mecklenburg County, with stops in Uptown and in the University area, and Concord Mills. If approved the new route would be implemented in October 2009.
- 3.0 PROCUREMENT BACKGROUND:** NA
- 4.0 POLICY IMPACT:** CATS Financial Policies, which were adopted by the MTC in October 2000 and last amended in December 2007, require that governmental units outside of Mecklenburg County reimburse CATS for service delivery in those areas. CATS will enter into a two-year contract with the City of Concord that stipulates that Concord will pay 12.5% of the net operating cost of the new service. CATS will also enter into a two-year contract with Lowes Motor Speedway that stipulates that Lowes will pay 12.5% of the net operating cost. Fifty (50) percent of the net operating cost would be reimbursed via a JARC grant. CATS would be responsible for twenty-five (25) percent of the net operating cost.
- 5.0 ECONOMIC IMPACT:** The cost to provide the service is estimated at \$44,290 annually. Various partners will reimburse to CATS seventy-five (75) percent of the cost.
- 6.0 ALTERNATIVES:**  
(1) Approve the action as presented.  
(2) The MTC could choose to not approve implementation of the Concord Mills Express.
- 7.0 RECOMMENDATION:** It is recommended that the MTC approve the implementation of the Concord Mills Express Saturday service and the reimbursement of seventy-five (75) percent of the cost of the services from various partners.
- 8.0 ATTACHMENT (S):** None

**SUBMITTED AND RECOMMENDED BY:**

A handwritten signature in black ink that reads "John M. Muth". The signature is written in a cursive style with a large initial "J" and a horizontal line at the end.

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**John M. Muth, P.E.  
Interim Chief Executive Officer, Charlotte Area Transit System  
Director of Public Transit, City of Charlotte**

**METROPOLITAN TRANSIT COMMISSION  
INFORMATION ITEM**

**STAFF SUMMARY**

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**SUBJECT:** Fare Policy Amendment & Fare Increase (Vanpool)

**DATE:** July 22, 2009

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**1.0 PURPOSE/SCOPE:** To provide information relative to staff recommendations to amend CATS Fare Policy to include vanpool service and to increase vanpool fares by 15%.

**2.0 BACKGROUND/JUSTIFICATION:** The MTC adopted a comprehensive Fare Policy on September 19, 2001 (last amended in September 2008) that provides guidelines for setting and adjustments of fares for CATS services. The Policy covers bus, STS, Historic Trolley and light rail service, but does not address vanpool service. The vanpool program was started in 1988 as a part of the public transit section of CDOT and was transferred to CATS when all of the public transit responsibilities were shifted to CATS. Current fares for vanpools are based in part on the commute distance for each individual vanpool. Incorporating vanpool into the Fare Policy would ensure that adjustments to vanpool fares would be considered whenever system fare adjustments were considered.

In addition, CATS Vanpool fares were last increased in 2005. Increasing Vanpool fares by 15% would increase fares to a level comparable to existing express bus fares.

**3.0 PROCUREMENT BACKGROUND:** Not Applicable

**4.0 POLICY IMPACT:** The Fare Policy establishes provisions to guide decision making by MTC and CATS management in establishing and adjusting the pricing of various CATS services. Including vanpool in the policy would assure that vanpool pricing adjustments are considered along with other service pricing adjustments.

**5.0 ECONOMIC IMPACT:** The Fare Policy is consistent with the adopted CATS' Financial Policies, which have a long-range objective of having operating revenue cover an increasing proportion of the operating program expense.

**6.0 ALTERNATIVES:**

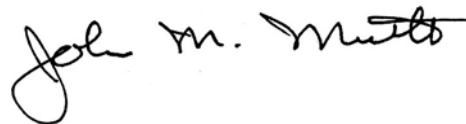
1. Adopt Amended CATS Fare Policy and approve fare increase as presented.
2. Modify Amended CATS Fare Policy and modify fare increase proposal.
3. Do not adopt Amended CATS Fare Policy or fare increase at this time.

**7.0 RECOMMENDATION:** N/A.

**8.0 ATTACHMENT(S):**

- A. Proposed Amended CATS Fare Policy

**SUBMITTED AND RECOMMENDED BY:**



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**John M. Muth, P.E.**  
Chief Executive Officer, Charlotte Area Transit System  
Director of Public Transit, City of Charlotte

## 1.0 Purpose

This fare policy is intended to describe the CATS fare structure in relation to different types of transit services and fare media offered. Fare Policy issues affect all aspects of public transportation and fare-related decisions have enormous effects on ridership, revenue, the amount of service that can be offered, and community perceptions of public transportation.

A modest increase in fare levels is recommended every two years to ensure that fare revenues keep pace with inflation and reflect a fair-share contribution by riders to the costs of operating a transit system.

The fare policy elements presented herein provide guidance for fare-related decisions in the context of fulfilling the mission of the transit system, protecting the public interest, and supporting the Financial Policies adopted by the MTC.

## 2.0 Objectives

- ◆ Encourage ridership by pricing transit affordably for all segments of Mecklenburg County's population, particularly those whose mobility options are limited.
- ◆ Establish a fare structure that is simple and readily understandable by current and potential riders.
- ◆ Provide fare media that maximizes the convenience of paying fares.
- ◆ Price different types and levels of service equitably.
- ◆ Meet the Financial Policies' mandated minimum operating ratio of 20 percent, with the long-range objective of having operating revenue cover an increasing proportion of the operating program expense.

## 3.0 Elements

- ◆ **Base Fare**  
The base cash fare for local bus service shall be at a level that is reasonably affordable for riders and that represent a fair share of the costs of operating transit services. Limited-stop services that principally cover the same geographic territory shall also charge the base local fares.
- ◆ **Express Bus Fare**  
Express bus service shall be offered at a premium fare, in recognition of the greater travel speeds, longer average trip lengths, and additional passenger amenities offered by such service. The express bus fare for routes within Mecklenburg County shall be maintained at approximately 40 percent greater than the base cash fare rounded to the nearest logical dollars and cents. Express customers may transfer to local service at no additional charge.
- ◆ **Regional Express Bus Fare**  
Regional express bus service for routes that extend beyond Mecklenburg County shall be maintained at a level twice the base cash fare, in recognition of much longer average trip lengths and the fact that the dedicated sales tax is not levied outside of the County. Regional express bus customers may transfer to local or other express service at no additional charge.

The adopted CATS Financial Policies require reimbursements from governmental units outside Mecklenburg County for service delivery into those areas.



**Elements (continued)**

- ◆ **Reverse Commute Fares**  
CATS shall charge the base local fare for reverse-commute express service to utilize available capacity with no significant additional operating cost and to serve the wider societal goal of offering an opportunity to access suburban jobs at a reasonable cost. Until noon, customers traveling outbound on express and regional express buses will be charged the local base cash fare. After noon, customers traveling inbound on express and regional express buses will be charged the local base cash fare. Reverse commute customers may transfer to local service at no additional charge.
- ◆ **Community Shuttle Fares**  
A community shuttle service fare shall be lower than the base fare in recognition of the shorter trip lengths on these services and the different roles of these shuttles as feeders to local routes and as a means of mobility at the neighborhood level. When transferring to a local or express shuttle, customers shall be required to pay an additional charge equal to the difference between the shuttle fare and the service to which they are transferring.
- ◆ **Employment/Activity Center Fares**  
Where shuttle service operates at employment/activity centers with CATS sharing funding responsibility with business groups, local governments, or other entities, fares shall be set based on mutual agreement among the funding partners on a case-by-case basis. Additionally, CATS shall have the discretion to temporarily suspend the charging of fares for all or any portion of the public transportation system in response to operational needs, emergencies, or safety concerns.
- ◆ **Fares for Special Event Services**  
Where special event service is implemented for sporting events or similar activities, fares shall be set by CATS on a case-by-case basis.
- ◆ **VanPool Fares**  
Vanpool fares shall be based on the roundtrip miles, with higher fares associated with longer trips lengths. Vanpool fares shall be priced comparable to express and regional express fares in recognition of the greater travel speeds, longer average trip length and the additional passenger amenities offered by such service.
- ◆ **Light Rail Transit**  
Light Rail fare shall match the local bus fare, in recognition of the similarity in trip lengths, the desirability of attracting as many riders as possible to the system, and the availability of a bus-rail transfer in many cases where the local fixed-route bus network provides feeder service to light rail.
- ◆ **Historic Trolley Service** shares many operating characteristics with light rail. To provide seamless operations with light rail, the Historic Trolley service fare shall match light rail fare.
- ◆ **Commuter Rail/Bus Rapid Transit** fares will be established prior to initiation of new service.
- ◆ **Transfers** shall be available free of charge except from less expensive to more expensive services (e.g., local bus to express bus). The cost of transfers to higher priced services shall be the difference in fares. Transfers are valid for up to 90 minutes from issuance.

Free transfers in the same direction of travel will be offered to/from bus service and Light Rail Transit and Historic Trolley service.



◆ **Discounted Fares**

Discounted fares shall be available for senior citizens, passengers with disabilities, students through high school, and children 12 years and younger. Appropriate identification shall be required for discounted fares. The fare for senior riders (age 62 and over) and passengers with disabilities shall be 50 percent of the cash fare for the service riding rounded to the nearest logical dollars and cents. The fare for students through high school and children 12 years and younger shall be 50 percent of the cash fare for the service riding. Children 5 years and younger or under 46 inches tall shall not be required to pay a fare.

◆ **Passes**

Monthly passes shall be priced at the equivalent of 40 single trips, for both local and express passes. Seven-day/weekly passes shall be priced at the equivalent of 10 single trips.

The 10-Ride passes for all Non-STS Service types shall be priced at a 15% discount from the cost of 10 individual rides.

◆ **Special Transportation Services Fares**

Special Transportation Services (STS) provides services mandated by the Americans with Disabilities Act (ADA). Federal regulations permit a fare of no more than twice the local bus fare, but CATS has historically charged less than the maximum allowed. STS fares are all prepaid through ten-ride ticket books or an unlimited-use monthly pass. STS monthly passes can be used on non-STS services in which the fare is equal to or less than the STS fare.

#### 4.0 Sales Discounts

Sales discounts may be offered 1) for organizations that sell passes in volume and 2) to provide non-profit organizations with reduced prices on passes for their clients who are at or below the federal poverty level.

#### 5.0 Fare Adjustment Policy

An increase of either \$0.10 or the percentage 2-year increase in inflation (whichever is higher) is recommended for the base cash fare every two years. The purposes of the planned fare increases are to ensure that fare revenues keep pace with inflation, to reflect a fair-share contribution by riders to the costs of operating a transit system, and to practice wise stewardship of public funds generated by the dedicated sales tax. This does not preclude the MTC from approving fare adjustments at other times to compensate for unusual, uncontrollable increases in operating costs, e.g. very significant fuel cost increases.

Fares for all other services shall be adjusted to maintain their relationship to the base cash fare as outlined in this policy.

Due to the greater cost per passenger of operating ADA service and the extension of this service countywide, fares for services operated by STS shall increase by twice the amount of local bus fare increases. For example, if local bus fares increase by \$0.10, the STS increase will be \$0.20.

Proposed Fare increases will be included in the Transit Operating Program, which must be approved by the MTC. After approval of the Transit Operating Program, current fares will be updated as an attachment to this policy. In unusual circumstances, fare increases may be approved by the MTC outside of the annual Transit Operating Program schedule.



Policy Number: MTC-002  
 Subject/Title: FARE POLICY (ATTACHMENT)

Resolution N. 2008-04 June 19, 2008  
 Adoption of Proposed Fare Increase

Approved by: Metropolitan Transit Commission  
 Responsible Division: CATS Operations

**\*Current Fares as of October 6, 2008 and Fare Policies by Fare Type**

\* Information provided in this attachment will be updated to reflect any current fare changes.

Type of Service	Current Fare	Proposed Adjustments
Local bus	\$1.50	\$0.10 or the percentage increase in CPI, whichever is greater, every two years.
Express bus within Mecklenburg County	\$2.00	40 percent greater than local bus fare.
Regional express bus beyond Mecklenburg County	\$3.00	Twice the local bus fare.
Reverse-commute express bus	\$1.50 express and \$1.50 regional express	Match the local bus fare.
Community shuttle service	\$0.60	40 to 50 percent of the local bus fare.
Activity center services (Gold Rush, Wachovia Circulator)	Free	Fare determined by mutual agreement with partnering organization(s).
Light rail and historic trolley	\$1.50	Match the local bus fare.
Local bus, light rail and historic trolley All-Day Pass	\$4.50	
Vanpool Service	\$242 per month plus \$.11 per mile for 7 passenger minivan service  \$319.76 per month plus \$.18 per mile for 15 passenger van service	15% increase to current fare structure
Commuter rail/bus rapid transit	NA	If implemented, pricing to be determined.
Senior citizens and passengers with disabilities with valid Transit or governmental ID or Medicare card.	\$0.75 Local bus & LYNX \$1.00 Express bus \$1.50 Regional Bus	50 percent of service fare excluding community shuttles, STS & vanpool
K-12 students and children 12 and under with valid current year school or Transit ID	\$0.75 Local bus & LYNX \$1.00 Express bus \$1.50 Regional Bus	50 percent of service fare excluding community shuttles, STS & vanpool
Children 5 years and younger or Children 46" tall or less (accompanied by an adult)	Free	
STS (ADA service) STS yellow tickets (book of 10) Non-STS ADA pink ticket (book of 10)	\$2.40 \$24.00 \$7.50	Increases shall be twice that of the local bus fare increase.
Monthly passes	\$60.00 local \$80.00 express \$96.00 STS \$120.00 Regional Express	Priced at the equivalent cost of 40 single trips.
10-Ride Pass	\$12.75 local \$17.00 express \$25.50 Regional Express	Fare is for bus only



Policy Number: MTC-002  
Subject/Title: FARE POLICY (ATTACHMENT)

Resolution N. 2008-04 June 19, 2008  
Adoption of Proposed Fare Increase

Approved by: Metropolitan Transit Commission  
Responsible Division: CATS Operations

Weekly local passes (unlimited rides)	\$15.00 local	Priced at the equivalent cost of 10 single trips.
Fares for Special Event Services		Set by CATS on a case by case basis.





**METROPOLITAN TRANSIT COMMISSION  
INFORMATION ITEM  
STAFF SUMMARY**

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**SUBJECT: LYNX Blue Line Customer Research**

**DATE: July 22, 2009**

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**1.0 PURPOSE/SCOPE:** The purpose of this information item is to brief the Metropolitan Transit Commission on the results from the market research project conducted with customers of the LYNX Blue Line.

**2.0 BACKGROUND/JUSTIFICATION:** Key to CATS success is understanding customer needs, how satisfied they are with CATS' services, and gaining a better understanding of the likelihood of customers continuing to ride the LYNX Blue Line. In January and February of 2009, staff engaged a market research firm to conduct research on LYNX customers. The market research study was administered through obtaining customers to complete an on-line survey.

The market research project identified key customer service, operational and management elements and had customers indicate the importance of those elements and rate CATS on its performance of each element. This is the first time CATS has conducted a market research project on the LYNX line, which was conducted after one full year of service. The results allow CATS' management to review trends in service performance and the public's perception of CATS and light rail services. The results of the market research project will also provide CATS' management with the necessary information to better develop, operate and market existing and new services.

**3.0 PROCUREMENT BACKGROUND: N/A**

**4.0 POLICY IMPACT: N/A**

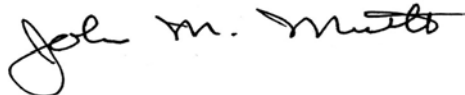
**5.0 ECONOMIC IMPACT: N/A**

**6.0 ALTERNATIVES: N/A**

**7.0 RECOMMENDATION: N/A**

**8.0 ATTACHMENT(S): N/A**

**SUBMITTED AND RECOMMENDED BY:**



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**John Muth, P.E**  
Interim Chief Executive Officer, Charlotte Area Transit System  
Director of Public Transit, City of Charlotte

**METROPOLITAN TRANSIT COMMISSION  
INFORMATION ITEM  
STAFF SUMMARY**

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**SUBJECT: North Davidson Street Bus Facility Renovations**

**DATE: July 22, 2009**

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- 1.0 PURPOSE/SCOPE:** To provide an update of the North Davidson Bus Facility Renovations, Expansion and the use of ARRA Funding on the project.
- 2.0 BACKGROUND/JUSTIFICATION:** The renovation of the North Davidson Bus Maintenance Complex has been a priority on CATS' capital program for several years. The project will restore the fleet maintenance and operational capacity of the facility and create space to accommodate the relocation and consolidation of CATS' Special Transportation Services (STS) operations to the complex. The consolidation of BOD and STS operations into a single complex will improve operational efficiency, facilitate the use of shared resources and will contribute to stable operating costs.
- 3.0 PROCUREMENT BACKGROUND:** Phase 1, Contract A, for the BOD Maintenance Building is currently in the bid phase.
- 4.0 POLICY IMPACT:** N/A
- 5.0 ECONOMIC IMPACT:** The Phase 1 renovation and expansion of the Davidson Street Bus Facility includes \$20.7 million of ARRA funds that will stimulate the local economy.
- 6.0 ALTERNATIVES:** N/A
- 7.0 RECOMMENDATION:** N/A
- 8.0 ATTACHMENT(S):** None

**SUBMITTED AND RECOMMENDED BY:**

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**John M. Muth, P.E.  
Interim CEO, Charlotte Area Transit System  
Director of Public Transit, City of Charlotte**

**Charlotte Area Transit System  
Ridership Report  
June 2009  
Fiscal Year 2009**

**Month-To-Date:**

Ridership across all services decreased -6.8% in June 2009 compared to June 2008. Local and Express services decreased -6.8% to 1.3 million trips in June 2009. Regional Express routes and Community Circulators both experienced double-digit decreases. The Activity Center Circulator had a decrease in ridership of -15.7%. Human Services Transportation increased as compared to June 2008 as DSS experienced a 8.8% increase and STS remained almost even.

The cost of a regular, unleaded gallon of gasoline for June 2009 averaged \$2.57; \$1.39 less than June 2008's average<sup>1</sup>. June 2009 had one more weekday and one less Sunday than June 2008. If the days had been comparable, ridership would have decreased -9.1% for the month. Although ridership was up over 12 % for the year, services during the last quarter of FY09 experienced declines in ridership due to regional employment layoffs and significantly lower fuel prices.

**FY 2009:**

Ridership for FY2009 achieved a 12.2% increase over the previous fiscal year marking the eleventh consecutive year of ridership increases and representing a 120.3% increase since FY1998. System wide ridership totaled 26.034 million and average weekday ridership was just over 90,000 for the year.

**Bus Services:**

Local and express services continued to show ridership increases for FY09. Ridership across all fixed route and express services grew 3.6% to just over 17 million. CATS was able to gain market share through expanded services and enhanced customer service.

**Regional Express:**

Regional Express services increased 9.3% in FY09 to nearly 387,000. On an average weekday over 1,500 trips in and out of Mecklenburg County are now made on CATS services rather than by automobile.

<sup>1</sup>One Month Average Retail Gas Chart – Regular Gasoline. June 30, 2009. July 10, 2009.  
<<http://www.charlottegasprices.com/retailpricechart.asp>>

#### Community Circulator:

The strong performance of the neighborhood and Village Riders shuttles boosted the Community Circulators usage to 1.609 million trips, a 10.6% increase for the year.

#### Activity Centers:

The Gold Rush service continues to serve Uptown reaching almost 1.4 million rides in FY09, an average of 5,500 trips per weekday. Ridership dropped -8.8% as compared to FY08 but this is thought to be mostly due to customers using the LYNX Blue Line instead.

#### Human Services Transportation:

STS continued to focus on providing quality customer service in FY09 and increased its ridership by 1.1% for the year. DSS ridership remained even as compared to FY08.

#### Vanpools:

In FY09 the vanpool program maintained its ridership increase of 3.7% over FY08 although no new capacity was added during the year. An average of almost 1,000 trips is made each weekday on CATS' vanpools.

#### Rail:

The FY09 LYNX Blue Line ridership increased 373.2% over FY08. Weekday ridership averaged just under 15,000 trips, Saturday ridership averaged nearly 13,000 trips and Sundays experienced an average of over 6,600 trips. Special events continued to have a positive effect on the LYNX weekend average ridership. The Charlotte Trolley which re-opened in the last quarter of FY08 and served over 14,500 trips in FY09.

Metropolitan Transit Commission  
Charlotte Area Transit System Ridership Report  
Jun-09

Mode / Service	Percent			Percent			Avg Daily Ridership per Month		
	Jun-09	Jun-08	Increase / Decrease	FY 2009	FY 2008	Increase / Decrease	Weekday	Saturday	Sunday
<b>Bus Services</b>									
Local and Express Services	1,344,549	1,442,967	-6.8%	17,016,648	16,431,931	3.6%	52,915	30,437	18,848
<b>Regional Express</b>									
Concord Express	7,475	10,311	-27.5%	101,544	89,055	14.0%	340	-	-
Gastonia Express	5,221	7,020	-25.6%	70,432	71,912	-2.1%	237	-	-
Mooresville Express	3,292	4,298	-23.4%	43,584	43,568	0.0%	150	-	-
Rock Hill Express	3,696	4,601	-19.7%	52,060	52,031	0.1%	168	-	-
Union County Express	5,321	6,043	-11.9%	62,231	55,678	11.8%	242	-	-
Lincoln County Express	4,109	5,669	-27.5%	57,116	41,703	37.0%	187	-	-
<b>Subtotal</b>	<b>29,114</b>	<b>37,942</b>	<b>-23.3%</b>	<b>386,967</b>	<b>353,947</b>	<b>9.3%</b>	<b>1,323</b>	<b>-</b>	<b>-</b>
<b>Community Circulator</b>									
Neighborhood Shuttles	53,190	63,468	-16.2%	955,112	877,558	8.8%	1,370	851	367
North Meck Village Rider	9,098	10,589	-14.1%	118,052	112,022	5.4%	338	247	195
Beatties Ford Neighborhood Shuttle	14,234	18,248	-22.0%	219,498	201,971	8.7%	584	293	94
Eastland Neighborhood Shuttle	25,293	23,090	9.5%	316,411	262,932	20.3%	948	698	484
<b>Subtotal</b>	<b>101,815</b>	<b>115,395</b>	<b>-11.8%</b>	<b>1,609,073</b>	<b>1,454,483</b>	<b>10.6%</b>	<b>3,241</b>	<b>2,088</b>	<b>1,139</b>
<b>Activity Center Circulators</b>									
Gold Rush	111,533	132,325	-15.7%	1,392,073	1,526,209	-8.8%	5,070	-	-
<b>Subtotal</b>	<b>111,533</b>	<b>132,325</b>	<b>-15.7%</b>	<b>1,392,073</b>	<b>1,526,209</b>	<b>-8.8%</b>	<b>5,070</b>	<b>-</b>	<b>-</b>
<b>Human Services Transportation</b>									
Special Transportation Services	20,307	20,261	0.2%	238,997	235,391	1.5%	857	200	167
DSS	8,895	8,177	8.8%	97,056	97,083	0.0%	-	-	-
<b>Subtotal</b>	<b>29,202</b>	<b>28,438</b>	<b>2.7%</b>	<b>336,053</b>	<b>332,474</b>	<b>1.1%</b>	<b>857</b>	<b>200</b>	<b>167</b>
<b>RideShare Services</b>									
Vanpool	21,384	21,420	-0.2%	254,688	245,520	3.7%	972	-	-
<b>Rail</b>									
Charlotte Trolley	1,393	1,454	-4.2%	14,521	3,069	373.2%	86	143	54
LYNX	413,287	421,363	-1.9%	5,024,055	2,851,717	76.2%	14,891	13,380	8,041
<b>Subtotal</b>	<b>414,680</b>	<b>422,817</b>	<b>-1.9%</b>	<b>5,038,576</b>	<b>2,854,786</b>	<b>76.5%</b>	<b>14,977</b>	<b>13,523</b>	<b>8,095</b>
<b>Total</b>	<b>2,052,277</b>	<b>2,201,304</b>	<b>-6.8%</b>	<b>26,034,078</b>	<b>23,199,350</b>	<b>12.2%</b>	<b>79,355</b>	<b>46,249</b>	<b>28,250</b>



**UPCOMING MTC AGENDA ITEMS  
7/22/2009**

<b>July 22, 2009 (meeting to start at 5:30 pm)</b>	
Action	Information
York County Service Concord Service	LYNX Survey Results North Davidson Bus Facility Renovations Vanpool Fare Policy <b><u>CEO's Report</u></b>
<b>August 26, 2009 (meeting to start at 5:30 pm)</b>	
Action	Information
Vanpool Fare Policy	By-Laws for CTAG & TSAC Vision, Mission, Goal Policy Travel Market Policy <b><u>CEO's Report</u></b>  Annual Report Photo
<b>September 16, 2009 (meeting to start at 5:30 pm)</b>	
Action	Information
Vision, Mission, Goal Policy Travel Market Policy By-Laws for CTAG & TSAC	Annual Management Report  <b><u>CEO's Report</u></b>

Appendix B

<b>OTHER PROSPECTIVE OR UPCOMING AGENDA ITEMS</b>	
<b><u>January/February/March</u></b>	
<b><u>April/May/June</u></b>	
<b><u>July/August/September</u></b>	
Annual Management Report (Sept)	
Bylaws of CTAG & TSAC (August)	
 <b><u>October/November/December</u></b>	
1st Quarter FY2010 Management Report (Nov)	
Transfer of MTC Chair to Mecklenburg County (Dec)	
Selection of MTC Vice-Chair for 2010 (Dec)	