

TRANSIT SERVICES ADVISORY COMMITTEE
Meeting Summary
Thursday February 11, 2010

PRESENT: Terry Lansdell, Charlotte
Jenifer Falls, Huntersville
Rob Cornwell, Davidson
Walter Horstman, Charlotte
Kevin Spitzmiller, Charlotte
Marvis Holliday, Van Pool
P. Wilson McCrory, Charlotte
D. Evans, Charlotte
Scott Jernigan, Charlotte

STAFF: Paul Renaud, Duretta Weicken, Dwayne Pelfrey, Theron Barrino, Pamela White,
Judy Dellert-OKeef, Chuck Juliana, Larry Kopf, Ramond Robinson, Phoebe
Eason, Azania Herron, Carolyn Flowers, Jan Mojzisek

MEETING TIME: 4:00-5:30 PM

I. Call to Order and Approval of January Meeting Summary

Co-Chairman Terry Lansdell called the meeting to order at 4:00 p.m. The January meeting summary was approved as written. Larry Kopf introduced Marvis Holliday a new member representing vanpool.

II. Information Items:

A. Introduction to CATS CEO

Carolyn Flowers

CATS CEO Carolyn Flowers was introduced to the committee. Carolyn greeted the committee and gave a brief overview of CATS goals, and an overview of the current and future budget.

Scott Jernigan asked what is the top priority for CATS, Carolyn answered by saying that this year's budget has funding issues and CATS will be looking for ways to protect its core services. With the devolution of revenue CATS will need to look at the 2030 plan and get an understanding of how to address the funding gap for building out the corridors.

Kevin Spitzmiller asked how CATS compares to the system in LA. Carolyn stated CATS has a different model where services are contracted out, this system is a lot cleaner, has more express service and the hub is in the center city.

Terry asked Carolyn to elaborate on air quality issues. Carolyn stated that Charlotte is just starting to move forward but that mass transit must move towards Green Initiatives.

B. Route Performance Monitoring

Ramond Robinson

Larry stated with the new members to the committee CATS wanted to explain two of the policies that come into play for service development. The two programs are route performance monitoring and travel markets policy.

Ramond Robinson gave a brief overview of the route performance monitoring system, how the system tracks trends, how routes are scored, and how system performance affects scores.

Walter Horstman asked how the passenger per service hour works. Ramond explained the passenger per service hour is the total amount of passengers for that route divided by the total of service hours for the route.

Terry asked why the score was lower for the airport route with the new service. Larry stated new service lags in the beginning and it usually catches up, after the route has been in operation for six months.

Wilson McCrory what CATS looks for in a route for ridership. Larry said that 1.00 is the average score, and routes below .60 are candidates for some kind of an adjustment.

Jenifer Falls asked how visitors learn about the airport route. Ramond stated by both marketing and web-site. Larry added that the hotels are marketed as well.

Wilson asked if the CATS route performance system is the same as other cities systems and if CATS would get a permanent place at the airport. Larry answered that other systems call CATS to get information on the Route Performance Monitoring system. CATS' is hopeful in getting a permanent place at the airport.

Kevin asked about the route 12 impacts. Ramond answered that CATS made changes to the route 12 to help the performance in March 2009. A slight increase has been seen from where the route dropped in FY07-08. The route has seen a large drop when the LYNX blue line opened, most of the riders could now use the LYNX instead of the bus. The increase from the change was attributed to the ridership from the living areas north of the East/West station.

Larry commented the Celenese route has a low passenger per hour but that Rockhill is fully funding the route. Kevin asked if the Celenese route is 100% funded what happens to the revenue collected. Larry stated revenue collected off sets costs. Rockhill pays CATS 100% of the net cost after the fare.

Terry stated do routes 19 & 18 travel the area. Ramond stated routes 18 & 6 do travel similar areas, explaining that routes 6 & 18 travel the same routing to CMC hospital then route 18 extends to the South Park Mall via Selwyn Ave. Route 6 is the higher performer of the two routes.

Walter stated that route 20 and the airport route are on the outside of the transit center and wondered if that impacted ridership and perhaps there should be signs showing customers where to catch the two routes. Larry stated there does need to be more signage for those two routes.

Jenifer stated if there is a permanent sign on the inside of the transit center. Larry stated yes.

Jenifer asked how long does it take for a route to prove itself. Larry stated it usually takes about six months, if the route does not do well within six months it usually is not going to do well. Ramond stated that there is a six month lag for the scores to reflect the changes to the route.

Terry stated route 80 express fare structure did not allow the reverse commute on weekdays. Larry stated the MTC policy for routes that go outside the county have to be \$3 and the 80X does have reverse commute on weekdays.

Jenifer Falls asked if the Concord Mill route would ever do very well. Larry stated it could. Ramond stated CATS is in hopes passengers will utilize the route more during warmer weather as the route services the speedway as well. Jenifer asked how many trips the route has. Ramond stated it has thirteen one way trips per day.

Mavis Holliday asked if the 79X at the speedway goes to the mall as well. Ramond answered yes it is Saturday only and goes to the mall and the speedway. Larry stated the 80X is the Concord express from Concord and runs Monday through Friday and the 79X goes to the Concord mall on Saturday only.

C. Travel Markets

Larry Kopf

Larry reviewed the Travel Market policy with the committee explaining the policy is used in coordination with the route performance monitoring policy especially when an adjustment in service is required.

Wilson asked if a more adjusted way to score routes is possible. Larry stated that the existing system was approved by MTC, but that a new methodology could be explored if more details were provided

Jenifer asked if Carolyn stated there was a 350 million dollar deficit. Judy Dellert-OKeef stated Carolyn spoke of the deficit projection of the sales revenue for the next ten years.

Terry if there are standards for transit oriented development. Larry stated his understanding is that transit oriented development is a designation that the developers get and for the light rail line there are certain areas that are designated transit oriented development and CATS development could answer more accurately but there are areas that must have certain feature built into development to support bicycle, pedestrian and so forth. Larry stated he will get more info for Terry.

Scott asked about the proposed fare increase. Larry stated yes there is a proposal to increase fares by 25% due to the decline in sale tax revenue. And that MTC will discuss the proposal at the March meeting and there will be a public meeting in March as well.

Scott stated the rail has an all day ticket and wanted to know if the bus could have an all day ticket. Larry stated that the all day ticket for rail is also good for bus.

Walter suggested CATS round off odd low coin increments to fares to be more convenient to riders.

Dee Evans said that STS had already had an increase and a monthly pass costs \$90. Dee added that lower income riders cannot afford that and suggested STS adjust fares in other ways. Larry said Dee had a valid case but the service is complicated and perhaps a discussion with the budget at the next meeting would help with understanding the proposal.

Larry went on saying that CATS is trying to hold onto Core services and to cut other things like STS II, the historic trolley service and guaranteed ride home.

IV. Public Comment on agenda items:

There was no public comment.

V. Service Issues

All

There was no service issues reported.

VI. Chairman's Report

Terry Lansdell

Terry gave the chair report stating MTC discussed the Trolley grant and bus extension on Eastway central line in order to secure more hybrid buses. Also CATS will present a request to MTC for a 25 cent fare increase.

Terry asked when the increase would go into effect and Larry stated July 1, 2010. Terry commented that TSAC will need to discuss and decide what the committee wants to present to MTC.

Larry commented the fare increase is requested because the sales revenue is down. And as a private citizen any committee member can make comments at public meetings as well.

VII. Interim Manager of Operations Report

Larry Kopf

Larry stated the fare increase proposal will be discussed at MTC February meeting and decisions will have to be made in the March meeting. TSAC will need to discuss and decide at the next meeting what they would like to propose to MTC as a committee.

NEXT TSAC MEETING: THURSDAY MARCH 11, 2010 4:00 PM